BROADCASTING

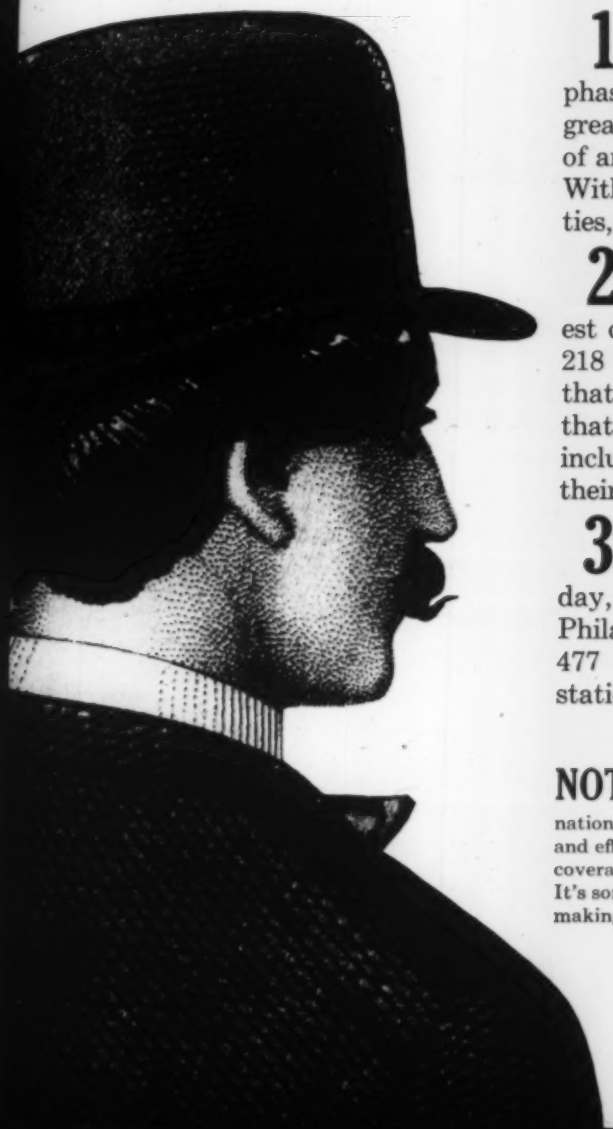
Broadcast Advertising

TECHNOLOGY DEPT.

PUBLIC LIBRARY
AUG 24 1942

why, Mr. Hatteras! Dear Sir! Please!

Where in the name of all that's native did you get the idea that WOR lays sound down only on New York?



1. Haven't we charted, mapped out, pointed, emphasized the exquisite fact that we cover all of one great state and the most densely populated portions of an additional six? And 63 counties in those states? With radio homes—4,500,000 of them—in those counties, and states? And 14 cities with 100,000 people each?

2. Haven't we told you that altogether the swellest combination of good newspapers in the nation—218 of them—list WOR's programs DAILY? And that these papers are read by 11,873,414 people? And that the benign editors of those papers in 19 states, including Canada, wouldn't list WOR's programs if their readers couldn't hear them?

3. Why, Mr. Hatteras, when you buy WOR today, you buy Bridgeport and Lancaster and Newark, Philadelphia, Wilmington, New London, and . . . Oh, 477 other cities and places, for the price of ONE station!

NOTE—SPOTBUYERS . . . WOR is now doing one of the nation's most intensely concentrated and effective jobs of group war market coverage this side of the Mississippi. It's something to remember when making war market selections.

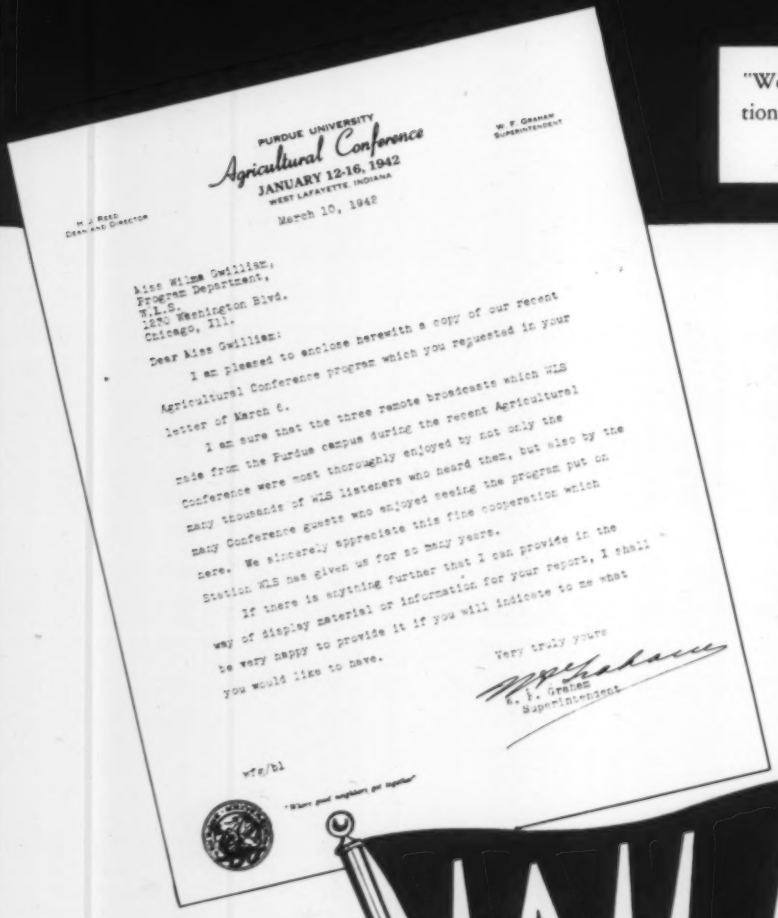
WOR

at 1440 Broadway, in New York

WE'VE GROWN UP WITH OUR FOLKS, THAT'S WHY

"We're One of the Family in Midwest America!"

"We sincerely appreciate this fine cooperation which Station WLS has given us for many years."—W. F. Graham, INDIANA Agricultural Conference.



PURDUE UNIVERSITY
Agricultural Conference
JANUARY 12-16, 1942
WEST LAFAYETTE, INDIANA

W. F. GRAHAM, SUPERINTENDENT

M. J. REED, DEAN AND DIRECTOR

March 10, 1942

Miss Wilma Gwilliam,
Program Department,
W.L.S.
1230 Washington Blvd.
Chicago, Ill.

Dear Miss Gwilliam:

I am pleased to enclose herewith a copy of our recent Agricultural Conference program which you requested in your letter of March 6.

I am sure that the three remote broadcasts which WLS made from the Purdue campus during the recent Agricultural Conference were most thoroughly enjoyed by not only the many thousands of WLS listeners who heard them, but also by the many Conference guests who enjoyed seeing the program put on here. We sincerely appreciate this fine cooperation which Station WLS has given us for so many years.

If there is anything further that I can provide in the way of display material or information for your report, I shall be very happy to provide it if you will indicate to me what you would like to have.

Very truly yours
W. F. Graham
Superintendent

wfg/bl

"Where good neighbors get together"

Yes, "for many years" WLS has worked hand-in-hand with every worthwhile farm event in Midwest America. Carried on-the-spot broadcasts to thousands of eagerly listening Midwestern families. Given them valuable, authoritative information on farm problems.

This explains why the people in this rich farming territory place full confidence in WLS — as in a respected member of their families. Obviously that's why

WLS Gets Results!

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS
CHICAGO

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

AIR-MINDED ADVERTISERS

GET ALL 3

Don't sell yourself short on a schedule for your spots, when you can reach more than a million people in WDRC's Primary Area—at a *local* Hartford rate.

For more than 10 years, this has been WDRC's policy: to have one rate for all advertisers, whether national, regional or local.

As a national advertiser, your cost is no higher than that of the many local accounts who use this station consistently and profitably. And the advantage is yours, when along with this rate structure, you have the outstanding coverage and programs of Connecticut's Basic CBS Station.

You get all three—on WDRC.

BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER

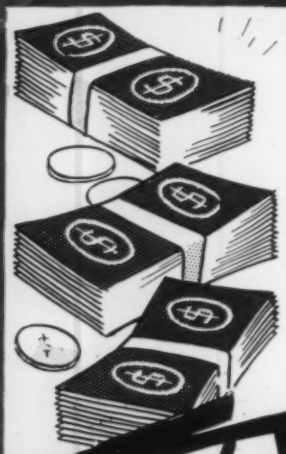
Published every Monday, 53rd Issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Pri-mary Read-er for Time Buy-ers

BILLIARD BALL:
Ivory sphere, exceedingly smooth ... Great resemblance on surface between it and Nebraska fields, which have just been denuded by farmers harvesting their immense summer crops for market.

CLOCK:
Timepiece, the hours being indicated by the position of its hands upon the dial plate (says Webster). The hour is at hand for you to advertise on KFAB, because *right now* the farmers are holding cash from the sale of their crops.

MAP:
Representation of surface of the earth, or of part of it. KFAB covers a substantial part of it in the middle-west, reaching farm customers for you throughout Nebraska, her neighbor-states, and many points beyond.



MONEY:
Silver discs and paper rectangles, which furnish the incentive for you to make, distribute, and sell your products. KFAB can help you garner more money, by helping you increase your distribution and sales. In fact, you *need* KFAB, to do a *complete* selling job in the important markets in this area!

KFAB
LINCOLN, NEBR.

FOR CITY LISTENERS, use KOIL OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 23 • NO. 8 AUGUST 24, 19

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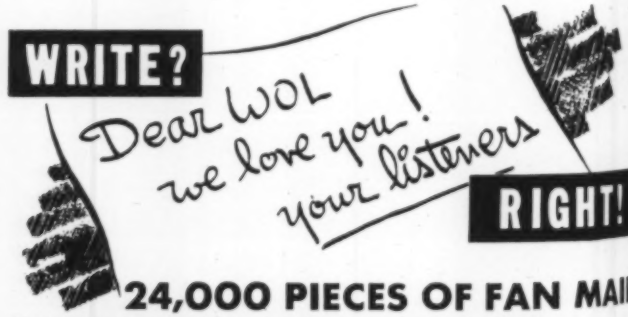
Hix Cartoon 62

Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February



24,000 PIECES OF FAN MAIL IN FIRST 13 WEEKS OF 1942

WOL
WASHINGTON, D. C.

That's a lot of mail, even in Washington. All actual fan mail to WOL local radio personalities, from listeners in Washington, Maryland and Virginia. In back of every letter is a listener who would like *your* WOL program, too!

Affiliated with MUTUAL BROADCASTING SYSTEM

SPOT SALES, Inc., Natl. Rep., New York, Chicago, San Francisco

XUM

The lustiest two-year old in Boston

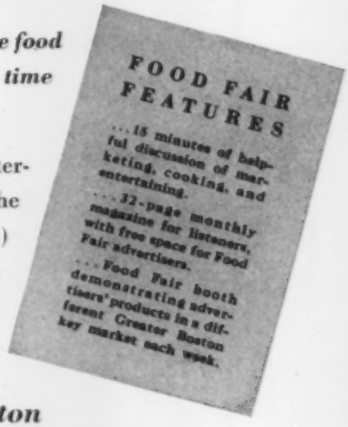
MAYBE it's that nourishing diet of 5000 watts on 590 kilocycles. Or the richness of our nineteen primary daytime counties. Anyway, WEEI's FOOD FAIR program has outstripped everything of its kind in Boston—and it's only two years old. Here's the record* at the end of the FOOD FAIR's second year:

***33%** more audience than the nearest ranking participating food program in Boston—a seventeen-year-old.*

***300%** more audience than the second ranking participating food program—a fifteen-year-old.*

A record of winning 7 times the audience of a competitive food program which started out at approximately the same time as WEEI's FOOD FAIR.

Built around three experts in cooking, marketing and entertaining—expertly merchandised—carefully produced—the FOOD FAIR works six resultful days a week (10:45–11:00 a.m.) for advertisers. For the complete story about this healthy young giant, get in touch with WEEI or Radio Sales.


FOOD FAIR FEATURES
...15 minutes of helpful discussion of marketing, cooking, and entertaining.
...32-page monthly magazine for listeners, with free space for Food Fair advertisers.
...Food Fair booth demonstrating advertisers' products in a different Greater Boston key market each week.

*From C. E. Hooper study December 1941–April 1942.

WEEI *Columbia's Friendly Voice in Boston*

Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte

ALL THOSE IN FAVOR

...of "going full network" at the very outset of the new CBS discount plan

And up went ten of the smartest and oldest hands in advertising ... Lever Brothers ... General Motors ... Chesterfields ... Armstrong Cork ... Luckies ... Wrigley ... Philip Morris ... Eversharp ... Coca-Cola ... Camels.

With 14 different programs ... 20 different time periods ... more than 9 hours of broadcasting on every station of the CBS network, these astute advertisers signal a new trend in radio—a trend that seems inevitable—"total coverage" of the vast CBS nationwide audience through the use of every CBS station.

The new CBS 15% net discount to advertisers using the full network has added from 7 to 47 extra stations on each of 14 programs at a fraction of the rate card costs.

More important still—to advertisers, to us, and to listeners—by making better programs available to more people... by extending equality of listening opportunity to all... full network broadcasting is increasing listening, increasing audiences, and thereby increasing the nationwide value of radio as America's No. 1 medium of information and entertainment.

COLUMBIA BROADCASTING SYSTEM

3 MORE HANDS GO UP!

—and Lever Brothers adds three new programs as this advertisement goes to press. The new hands: General Foods Corp., Curtiss Candy Co. and The Texas Company

XUM

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIO

HAROLD J. QUILLIAM

VICE PRESIDENT AND GENERAL MANAGER, KIRO, SEATTLE

1924—Various promotion jobs while attending University of Washington
1926—Graduated University of Washington
1927—Made first radio-listener survey in Northwest, for Station KOMO
1928—Appointed Commercial Manager, KOMO
1932—Commercial Manager, KOMO and KJR
1935—Manager, Station KIRO (250 watts)
1935—KIRO power increased from 250 to 500 watts
1936—KIRO power increased from 500 to 1000 watts
1937—KIRO affiliated with CBS
1941—KIRO power increased from 1000 to 50,000 watts

WHEN Harold J. (Tubby) Quilliam was a school-boy, he distinguished himself (and nearly *ex*tinguished his professors) with a diabolical talent for organizing "secret societies" and practical jokes which to this day are remembered with joy throughout the Northwest. He got *fun* out of everything. Today, Tubby is still organizing things, and still having fun. And that, no doubt, is why his KIRO is known as "The Friendly Station", and has grown spectacularly to become one of the great radio outlets in the Nation.

This sort of thing, to our mind, is one of the really gratifying sides of radio—the fact that brains and vitality and imagination are the factors of success, rather than ancient privilege and sheer weight. Take spot radio, for instance. Using spot radio, any smart agency or advertiser with a good little product can out-perform and *out-smart* his behemoth competition in one or two markets—then four or five more—and maybe, pretty soon, have another behemoth in its own right! And radio, we submit, is the *only* medium in which that kind of success is being constantly registered, today.

Here at F&P we have been privileged to help many new radio advertisers do a bang-up job with national spot. How about letting us dope out some plans for *you?* That's our favorite pastime, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 — NEW YORK: *247 Park Ave.* Plaza 5-4131 — SAN FRANCISCO: *111 Sutter* Sutter 4353 — HOLLYWOOD: *1512 N. Gordon* Gladstone 3949 — ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 23, No. 8 | WASHINGTON, D. C., AUGUST 24, 1942 | $5.00 A YEAR—15c A COPY

Networks Point to All-Time Sales Records

Autumn Contracts Indicate Good Windup

NETWORK business is going to be good this fall. The first half of the year brought new highs in advertising revenue to all four of the nationwide networks and unless present indications are completely wrong, billings for the final half of the year will make 1942 a new record-breaker as far as network business is concerned.

As always, in war, a lot of things may happen to upset that prediction. Already priorities, scarcities and military demands have transformed many of the nation's leading manufacturers from producers of goods for civilian consumption to producers of armaments for military use.

It's Good So Far

Naturally, this has affected advertising—and advertising by radio, as well as other media—for these manufacturers include some of the country's largest users of advertising.

But so far at least, business is good for broadcasters, and all signs point to its continuing that way. Roy C. Witmer, NBC vice-president in charge of sales, has this to say about the outlook for his network: "NBC's gross billings for the first six months of 1942 topped those for the same period in 1941 by 10% to 11%. This gain should be reflected in the coming season. I feel certain that NBC's commercial business will be considerably heavier than last year."

Edward W. Wood, MBS sales manager, reports that: "The first major revisions in the two-year-old Mutual volume discount plan, as presented to advertisers Aug. 1, 1942, show indications of bringing another swing of business to Mutual as was experienced in 1940.

"It is conceivable that manufacturers who heretofore have been unable to profitably avail themselves of transcontinental broadcasting will take advantage of this lowest cost advertising in network history. The improvements in Mutual's station facilities in the leading markets of the country, as well as in secondary areas, have been enthusistically received by old and new advertisers."

Speaking for the BLUE, F. M. Thrower, general sales manager, states: "To date the BLUE Network has signed 25 new clients during 1942. Among them are Socony-Vacuum four nights a week, Coca Cola six nights a week and the first seven-day-a-week commercial series in network broadcasting purchased by Ford Motor Co. New and unusual sales policies have been established to meet advertisers' problems during wartime. Certainly, if the trend established during the first eight months of the BLUE's independent existence is a reliable indication, the broadcasting industry should be pleased with its prospects for the coming season."

CBS Looks Good

In the absence of W. C. Gittinger, CBS vice-president in charge of sales, no official statement regarding the outlook for this network could be obtained last week. The facts indicate, however, that the prospects for CBS are as optimistic as for the other major networks.

Appended to this brief resume of advertisers is a list of those already signed for programs this fall. This list speaks for itself. In addition, the network advertisers who have remained on the air throughout the summer months form an equally impressive testimonial to the good state of network business. There is also a third list which might be called an "if" list, including the business that has not yet been placed but is supposed to be in the offing.

For example: *Tommy Riggs & Betty Lou* has done so well as the summer replacement for *Burns & Allen* that their sponsor, General Foods, is reported to be considering keeping them on into the winter for another product in a new spot. Lever Bros. may similarly continue *The Remarkable Miss Crandall*, starring Mary Boland, which has spent the summer in the Sunday night period occupied during the rest of the year by Jack Benny's Jello program.

Autumn Prospects

There is talk of a sponsored series starring Ed Wynn, an outstanding network favorite not so many years ago. Young & Rubi-

(Continued on page 52)

New Programs, Programs Returning After Vacations

BLUE

*GENERAL MILLS, Minneapolis (Wheaties), on Aug. 31 starts *Jack Armstrong* on 91 stations, Mon. thru Fri., 5:30-5:45 p.m. Agency: Knox-Reeves, Minneapolis.

TRIMOUNT CLOTHING Co., New York (Clippercraft clothes), on Sept. 20 starts *Dorothy Thompson* on 67 stations, Sun., 9:45-10 p.m. Agency: Emil Mogul Co., N. Y.

*COCA COLA Co., Atlanta (beverage), on Sept. 21 starts *Spotlight Bands*, altho title may be changed, on 134 stations, Mon. thru Sat., 9:30-9:55 p.m. Agency: D'Arcy Adv. Co., N. Y.

*SOCONY-VACUUM OIL Co., New York, on Sept. 28 starts *Raymond Gram Swing* on 140 stations, Mon. thru Thurs., 10-10:15 p.m. Agency: J. Stirling Getchell, N. Y.

*MAIL POUCH TOBACCO Co., Wheeling, W. Va. (tobacco products), on Sept. 28 starts *Counter Spy* on 59 stations, Mon., 9-9:30 p.m. Agency: Walker & Downing, Pittsburgh.

CREAM OF WHEAT Co., Chicago (hot cereal), on Oct. 2 starts *Breakfast Club* on 75 stations, Fri. and Sat., 9:45-10 p.m. Agency: BBDO, Chicago.

WHEELING STEEL Corp., Wheeling, W. Va., on Oct. 4 resumes *Wheeling Steelmakers* on 75 stations, Sun., 5:30-6 p.m. Agency: Critchfield & Co., Chicago.

*GENERAL FOODS Corp., New York (Post Toasties) on Oct. 5 starts *Don Winslow of the Navy* on 141 stations, Mon. thru Fri., 6-6:15 p.m. Agency: Benton & Bowles, N. Y.

*BRISTOL-MYERS Co., New York (Minit-Rub), on Oct. 6 starts *Duffy's Tavern* on 124 stations, Tues., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

TEXAS Co., New York City (gas and oil), on Nov. 28 resumes *Metropolitan Operas* on 174 stations, Sat., 2-5 p.m. Agency: Buchanan & Co., N. Y.

CBS

*CAMPBELL SOUP Co., Camden, N. J. (concentrated soups), on Sept. 13 starts an untitled dramatic program on undecided number of stations, Sun., 9-9:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

LEVER BROS. Co., Cambridge (Lux), on Sept. 14 resumes *Lux Radio Theatre* on 114 CBS stations, Mon., 9-9:30 p.m. Agency: J. Walter Thompson Co., N. Y.

GENERAL FOODS Corp., New York (Jell-O), on Sept. 18 resumes *Kate Smith Hour* on 114 stations, Fri., 8-8:55 p.m. Agency: Young & Rubicam, N. Y.

*CONTINENTAL BAKING Co., New York (Wonder Bread), on Sept. 28 starts daytime serial, as yet untitled, on undetermined number of stations, Mon. thru Fri., 10:45-11 a.m. Agency: Ted Bates Inc., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Sept. 28 resumes *Blondie* on 79 CBS stations, Mon., 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

CAMPANA SALES Co., Batavia, Ill. (toilet goods), on Oct. 2 is expected to resume *First Nighter* on 54 stations, Fri., 9:30-9:55 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

*COLGATE-PALMOLIVE-PEET Co., Jersey City (dental cream), on Oct. 3 starts undetermined show on undecided number of stations, Sat., 8:30-8:55 p.m. Agency: Ted Bates Inc., N. Y.

*LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Oct. 3 starts *Frank Crumit and Julia Sanderson* on 50 stations, Sat., 8-8:30 p.m. Agency: Roche, Williams & Cunnyngham, N. Y.

TEXAS Co., New York (gas and oil), on Oct. 4 resumes *Fred Allen* on 114 stations, Sun., 9:30-10 p.m. Agency: Buchanan & Co., N. Y.

LEVER BROS. Co., Cambridge (Swan soap), on Oct. 6 resumes *Burns & Allen* on 114 stations, Tues., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

*LEVER BROS. Co., Cambridge (Lifebuoy), on Oct. 7 starts program probably starring Bob Burns on undetermined number of stations, Wed., 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

*LEVER BROS. Co., Cambridge (Rinso), on Oct. 7 starts a program which may be titled *The Mayor of Our Town* on an undertemined number of stations, Wed., 9:30-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

*R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Oct. 10 starts Abbott & Costello, time and number of stations, not having been announced. Agency: Wm. Esty & Co., N. Y.

*KOLYNOS Co., New Haven (toothpaste), on Oct. 28 starts *Mr. Keen, Tracer of Lost Persons*, on 50 stations, Wed., Thurs., Fri., 7:45-8 p.m. Agency: Blackett-Sample-Hummert, N. Y.

*ANACIN Co., Jersey City (headache remedy), on Oct. 8 starts *Easy Aces* on 50 stations, Wed., Thurs., Fri., 7:30-7:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

MBS

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal), on Sept. 20 resumes *The Shadow* on 20 stations (locally sponsored on other MBS stations), Sun., 5:30-6 p.m. Agency: Ruthrauff & Ryan, N. Y.

*GENERAL CIGAR Co., New York (White Owl cigars), on Sept. 24 starts *Raymond Clapper* on 84 stations, Mon. and Thurs., 10-10:15 p.m. Agency: J. Walter Thompson Co., N. Y.

GILLETTE SAFETY RAZOR Co., Boston, again sponsors the World Series start-

(Continued on page 10)

(Continued from page 9)

ing first week in October on 300 stations. Agency: Maxon Inc., N. Y.

LUTHERAN LAYMEN'S LEAGUE, St. Louis (religious), on Oct. 25 resumes *The Lutheran Hour* on 202 stations, Sun., 1:30-2 p.m. Agency: Kelly, Zahrndt & Kelly, St. Louis.

NBC

KRAFT CHEESE Co., Chicago (Parkay Margarine), on Aug. 30 resumes *The Great Gildersleeve* on 68 stations, Sun., 6:30-7 p.m. Agency: Needham, Louis & Brorby, Chicago.

*GENERAL FOODS Corp., New York (Post Toasties), on Aug. 31 starts *Young Dr. Malone* on 14 stations, Mon. thru Fri., 10:45-11 a.m. Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Maxwell House coffee), on Sept. 3 resumes *Maxwell House Coffee Time* on 81 stations, Thurs., 8-8:30 p.m. Agency: Benton & Bowles, N. Y.

STANDARD BRANDS, New York (Chase & Sanborn coffee), on Sept. 6 resumes *Chase & Sanborn Hour* on 92 stations, Sun., 8-8:30 p.m. Agency: J. Walter Thompson Co., N. Y.

*PHILIP MORRIS & Co., New York (cigarettes), on Sept. 8 replaces *Johnnie Presents* with *Ginny Simms and Dave Rose's Orchestra* on 125 stations, Tues., 8-8:30 p.m. Agency: Biow Co., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Sept. 12 resumes *Truth Or Consequences* on 125 stations, Sat., 8:30-9 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Drene & Teel), on Sept. 12 resumes *Abie's Irish Rose* on 125 stations, Sat., 8-8:30 p.m. Agency: H. W. Kastor & Sons, Chicago.

*F. G. VOGT & SONS, Philadelphia (Thrivo dog food), on Sept. 13 starts *Olivio Santoro* on 10 stations, Sun., 11:45 a.m.-12 noon. Agency: Clements Co., Philadelphia.

*AMERICAN HOME PRODUCTS, Jersey City (product undecided), on Sept. 14 starts daytime serial as yet unnamed on undecided number of stations, Mon. thru Fri., 5:30-6 p.m. Agency: Blackett-Sample-Hummert, N. Y.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh cigarettes), on Sept. 15 is expected to resume *Red Skelton* on 127 stations, Tues., 10:30-11 p.m. Agency: Russel M. Seeds Co., Chicago.

PEPSODENT Co., Chicago (toothpaste), on Sept. 22 resumes *Bob Hope* on 69 stations, Tues., 10-10:30 p.m. Agency: Lord & Thomas, Chicago.

STANDARD OIL CO. OF CALIFORNIA, San Francisco, on Sept. 27 resumes *Standard Symphony* on 6 Pacific Coast stations, Sun., 12 midnight-12:45 a.m. (EWT). Agency: BBDO, San Francisco.

S. C. JOHNSON & SONS, Racine, Wis. (Johnson's wax), on Sept. 29 resumes *Fibber McGee & Molly* on 83 stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

*COLGATE-PALMOLIVE-PEET Co., Jersey City (product undecided), on Oct. 3 starts *Al Jolson* on undetermined number of stations, Sat., 9:30-10 p.m. Agency: Sherman & Marquette, Chicago.

GENERAL FOODS Corp., New York (Grape Nut Flakes), on Oct. 4 resumes *Jack Benny* on about 101 stations, Sun., 7-7:30 p.m. Agency: Young & Rubicam, N. Y.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Oct. 10 resumes *The Adventures of Ellery Queen* on about 25 stations, Sat., 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y.

STANDARD OIL CO. OF CALIFORNIA, San Francisco, on Oct. 15 starts *Standard School of the Air* on 6 Pacific Coast stations and 4 Arizona network stations, Thurs., 1-1:30 p.m. (EWT). Agency: BBDO, San Francisco.

KRAFT CHEESE Co., Chicago (cheese products), in October expects to resume Bing Crosby on *Kraft Music Hall*, stations undecided, Thurs., 9-10 p.m. Agency: J. Walter Thompson Co., Chicago.

Seasonal Dip in Spot

NATIONAL Radio Records' summary of national spot activity for June and July shows only a slight seasonal decline, with 228 active spot accounts in June and 217 in July. Inactive accounts reported totaled 282 for June and 297 for July. NRR summaries are based on reports from 106 advertising agency offices in June and 105 agency offices in July.

NBC Stations Form Regional For Coverage of New England

WEAF or WJZ to Be Available in New York Under New Project; Weed Is Appointed as Rep

FORMATION of the New England Regional Network, embracing the area's only two 50,000-watt stations along with six other outlets, was announced last Thursday by Paul W. Morency, general manager of WTIC, Hartford, and chairman of the operating group.

Stations comprising the network are, in addition to WTIC: WBZ, Boston, also a 50,000-watter; WJAR, Providence; WCSH, Portland, Me.; WLBZ, Bangor. Supplementary outlets will be WFEA, Manchester, N. H., and WDRO, Augusta, Me., now on the Yankee Network but to be available on both networks

New York Outlet

Also available to the network for New York coverage will be WEAF, NBC key station, or WJZ, Blue key outlet. All of the stations are NBC outlets and it is presumed WEAF will be the primary New York outlet, when used.

The network became immediately available to advertisers. The base rates are $1,340 per Class A hour for the basic network and $1,500 an hour for all seven stations, excluding New York.

It was announced that all of the basic stations will be exclusive outlets for the regional network, with the exception of WCSH and WLBZ, which are also available to the Yankee Network.

Headed by Morency

Operations will be administered by the group headed by Mr. Morency. It includes also Lee Wailes, manager of broadcasting of Westinghouse, which operates WBZ; John J. Boyle, manager of WJAR; William H. Rines, who heads WCSH; Thompson Guernsey, director of WLBZ. Main offices are located in Hartford.

Production facilities, without extra charge, are available in Hartford, New York and Boston. Weed & Co. has been named national representative and will open an office in Boston to facilitate handling of New England business.

September Dedication

While the new network immediately became available to advertisers, there will be a formal dedication in early September, Mr. Morency said. A meeting of the operating committee, to devise plans, will be held this Thursday in New York.

The stations will function as a cooperative association rather than as a corporate entity. The rate structure is a combination of the rates of the stations used, with line costs and other overhead absorbed by the association. Studio facilities will be made available at NBC in New York for the network, whether or not a New York outlet is used, at no cost to the account. This will permit agencies to produce in New York and feed to the network through WTIC.

Because of New England's highly concentrated population in a relatively small geographical area, the group feels the network will be used for new program tests and for introduction of new products. Since all of the stations are NBC outlets (save WJZ when it may be used) no serious problems of time clearance are foreseen.

May Light Towers

OBSTACLE MARKER lights on radio station towers are an aid to aerial navigation and do not come under the current West Coast dimout ban ruling, according to Col. Ernest S. Moon, executive officer of the Fourth Fighter Command. In a communication to Richard F. Connor, radio coordinator of the Southern California Broadcasters Assn., Col. Moon stated that tower lights will remain on until ordered out by the Army Regional Command. Blinking and stationary lights come under the same ruling. Neon call-letters and other lights on towers must be turned out to meet dimout regulations.

WNBF, Binghamton, N. Y., Mutual affiliate previously operating with 250 watts on 1490 kc., on Aug. 23 increased its power to 5,000 watts on 1290 kc.

Gardner Cowles Jr. On Willkie To

WITH Gardner Cowles Jr. scheduled to accompany Wendell Willkie to Russia and the Near East, to be gone until about Oct. 15, his duties as assistant director for domestic operations of the Office of War Information have been temporarily assumed in large part by Lt. Cdr. Paul C. Smith, recently detached as press officer of the Navy [BROADCASTING, Aug. 17] to join OWI as chief of its News Bureau. Cdr. Smith succeeded Robert Horton who has gone to the Office of Price Administration.

Mr. Willkie, following his luncheon with President Roosevelt Aug. 20, announced his plan to go to Russia and the Near East and said he would be accompanied by Mr. Cowles and Joseph Barnes, the latter chief of the International Press & Radio Bureau of OWI with headquarters in New York. Mr. Willkie said they were going along "at my request". The Willkie trip will have official status.

Mr. Barnes formerly was a foreign correspondent of the New *York Herald-Tribune*.

Com. Smith, formerly editor and manager of the *San Francisco Chronicle*, is actually a deputy to Mr. Cowles, who is one of the three associate directors of OWI under Director Elmer Davis. He and Milton Eisenhower, second in command at OWI, will divide Mr. Cowles functions while the Des Moines publisher and radio station operator is away.

Also one of Mr. Cowles' deputies is A. A. Schechter, who recently resigned as news and special events director of NBC [BROADCASTING, Aug. 10].

Private Questionnaire on Equipment Not Mandatory, According to McIntosh

IN ANSWER to inquiries received from stations regarding a questionnaire seeking detailed data on broadcast equipment related to the projected conservation program, WPB officials said last Friday the questionnaire sent out by an equipment manufacturer was not authorized but they had no objections to stations answering it.

Frank H. McIntosh, chief of civilian radio of the WPB's Radio & Radar Branch, asserted that stations, if they like, could answer the questionnaire on a purely voluntary basis. He said there was nothing mandatory about it. WPB, he explained, had asked an industry committee representing manufacturers to supply it with data on civilian radio transmitters, but had not authorized or cleared the questionnaire, which went out on the letterhead of the private company.

The covering letter asked stations for detailed information on availability of equipment and spares and on proposed reduction of decibel output as a means of reducing wear and tear on tubes and equipment.

Mr. McIntosh made it clear that WPB had no objection to stations answering any or all of the questions propounded, if they desired to do so voluntarily, but he pointed out that there was no direct authorization and there was nothing compulsory about it from the Government end.

Alexander H. Rogers

ALEXANDER H. ROGERS, founder of WLAW, Lawrence, Mass., and publisher of the *Lawrence Eagle* and *Tribune*, died last Thursday at his summer home in Seabrook, N. H. Although in poor health for some time, Mr. Rogers had taken an active part in management of his enterprises. He was a leading figure in civic, fraternal and charitable life. Surviving are his wife and his son, Irving C. Rogers, general manager of WLAW, and three grandsons.

FCC to Study Lifting of Freeze Plan

Special Committee Will File Report After Labor Day

REAPPRAISAL of the FCC policy established last April, which rigidly freezes all broadcast asignments except where the heads of the military establishment may certify need exists in the war interest, was authorized last Tuesday by the FCC. Commissioner T. A. M. Craven heads the special committee, which includes Commissioners C. J. Durr and George H. Payne.

Under existing policy, established in a memorandum opinion issued last April 27, retention of the status quo on new or changed facilities is required. Commissioner Craven, who fostered the survey, has maintained that broadcast and other services might be improved without impinging upon the "critical materials" requirements of the armed services. With the FCC in quasi-recess until Labor Day, it is expected the committee will conduct its study and report in the early fall.

The formal minute adopted by the FCC on the committee's functions, reads:

The Commission appointed a committee comprised of Commissioners Craven, Payne and Durr, to make a study of pending applications and the problems arising thereunder, having to do with the use of materials for the construction or change of broadcasting facilities, and to submit to the Commission their conclusions as to what changes, if any, in the memorandum opinion of April 27, 1942, the Commission should recommend to the Boad of War Communications and the War Production Board."

Automatic Denial

The present licensing policy prescribes virtually automatic denial of applications involving installation of new equipment (whether or not it may be on hand or in inventory). New station assignments are frozen tight, unless the Secretary of War or Navy, or the head of the War Production Board, prescribes that the installation is essential in the war interest. Since promulgation of the April 27 order many applicants for new or improved facilities have dropped their applications because of the rigid nature of the "freeze".

Commissioner Craven consistently has held that transmitters now in the hands of stations or in manufacturers' inventories are not adapted for Army-Navy requirements, and that their use commercially would in no way be adverse to the war interest. He has maintained, on the other hand, that use of such equipment would make possible better service in the war interest, and in radio's effort to build public morale.

Even the licensing of new stations in those few areas now regarded as underserved, or where only one service exists, in Commissioner Craven's judgment, should not be foreclosed if the equipment is available.

It is understood the Board of War Communications already has ascertained that the Army and Navy are not interested in commandeering transmitters or other broadcast equipment built to commercial specifications. The military services, and WPB, are interested in conserving the raw materials, prior to fabrication, for allocation for military needs.

The committee, according to Com. Craven, will seek to ascertain the amount of equipment available for broadcast and other purposes. Data which can be gleaned from the FCC's engineering records, and from studies made by the Radio Section of WPB, will be employed. There is no plan to conduct an industry-wide questionnaire survey.

Applications for new stations or for modifications of facilities of existing stations, directed toward improved service, probably will be reviewed. These will be analyzed in the light of available fabricated equipment deemed as of no value to the military services.

Seek Fair Treatment

Those applications for improved facilities which have been dismissed voluntarily and without prejudice by the applicants, because of the "freeze" mandates, may be studied, with a view toward evolving a modified policy. Commissioner Craven's idea is that no favoritism should be shown, and that applicants who in good faith may have withdrawn their applications should not be penalized if a change in policy is decided upon by the Commission.

If the results of the Committee's work bear out the Craven view that equipment in inventory can be used to improve service without interfering with the requirements of the military services, it is logically assumed the FCC will modify its April 27 "freeze" order.

Commissioner Craven made it clear that the committee's work does not envisage a full-scale reinstatement of the pre-war licensing policy. Only in cases where all material is on hand or available, and where no additional critical items are needed, would new grants or changed facilities be authorized.

Moreover, he pointed out, the element of fair play would have to be taken into account, and it might develop that authorizations could be allowed only where there are largely non-competitive applications, and where the other equipment prerequisites would be met.

Commissioner Craven takes the position "there is no sense in wasting fabricated equipment and materials not needed in the war effort, and which could be used in improving broadcast service in the war interest". Such materials, he said, "are not doing anybody any good" and might be obsolete in radio's post war rehabilitation. "I believe that everybody should get a square deal," he added.

Waste of Equipment

The project has no immediate bearing upon pending plans for voluntary conservation of equipment by the industry. In no event would it cover wholesale licensing of new stations, even if the equipment and materials were available, because that would increase the industry's load on maintenance, repair and replacement of transmitter parts and tubes.

At best, it is believed, should the committee find that materials are available and should the Commission approve its recommendations, authorizations would be made in meritorious cases for improved facilities and, in isolated instances, for new stations where service is needed most.

PRINCIPALS of *Can You Top This?* on WOR, New York, as they appeared at the "Beer and Bustle" Picnic staged recently by WOR in nostalgic tribute to the good old jokes of the gay nineties [BROADCASTING, July 20]. Trio standing in back row (l to r) are: Jerry Straka, general manager, Kirkman & Sons, Brooklyn, sponsor of the show; Nick Keesely, advertising executive of N. W. Ayer & Son, agency on the account; and Roger Bower, program producer, and host for the party. In the front row (left to right): Peter Donald, m.c., Harry Hershfield, Joe Laurie jr., and "Senator" Ford, comedians heard on the joke show.

Gillette to Sponsor World Series Over 300-Station Hookup

Games to Be Shortwaved to American Forces Abroad

GILLETTE SAFETY RAZOR Co., Boston, announced last week its fourth successive year of exclusive sponsorship of the World Series baseball games on MBS, to start the first week of October.

A special broadcast announcing the event was presented Aug. 20 on Mutual at 7:45 p.m., following the signing of the contract by J. P. Spang Jr., president of Gillette, Commissioner of Baseball Judge Kenesaw Mountain Landis and Mutual.

Around the World

The series will be broadcast over nearly 300 stations in this country and Canada, and special plans are now under way by Mutual to shortwave the games around the world for U. S. armed forces, as well to South America in Spanish for our Latin American neighbors. Details on when the World Series will start and where they will be played will be announced later, Mutual stated.

No announcement of the sum paid for the exclusive broadcasting rights was made, although it was pointed out that the 1940-41 broadcasts added $100,000 each to the post season receipts. The contract also gives Mutual and Gillette an option on the 1943 series broadcast rights.

Bob Elson, sportcaster of WGN, Mutual affiliate in Chicago, who has handled the Mutual World Series broadcasts for the past three years, will probably be selected as this year's announcer, but this was not definite last week, nor were the names of the assistant announcers. Agency in charge is Maxon Inc., New York.

American soldiers throughout the world will also hear half-hour dramatizations of the World Series games, according to plans announced by the English section of NBC's international division. The dramatizations are to be heard on the American and English hours to assure complete coverage of the forces in Latin America, Australia, Europe and the Middle East. The series will be transmitted on NBC's international stations WRCA and WNBI, and Westinghouse's WBOS.

Maca Yeast Renews

NORTHWESTERN YEAST Co., Chicago (Maca yeast), on Sept. 14 will renew for 15 weeks *Songs Of a Dreamer*, transcribed quarter-hour featuring Gene Baker, vocalist, Doris Moore, home economist, and Irma Glen, organist, on present list of 15 stations and will expand from two to three days weekly. Stations are WJR WIBA WMBD WCCO WMT KWTO WNAX KMMJ KFEQ WIBW KHQ KOMO WFAA WKY KOIN. Agency is MacFarland-Aveyard & Co., Chicago.

Strike Threat Seen: AFM Ranks Upset

Union Board Holds Stormy Session In Chicago

WHILE THERE was surface calm last week in the music controversy precipitated by James C. Petrillo's ban on production of new transcriptions and records, under-surface activity aplenty developed, with at least one threat of a strike against radio.

The AFM board, with Czar Petrillo reported in an ugly mood, met nearly all last week in Chicago but nothing emanated from its closed sessions at the Drake Hotel. Executives of MBS met, too, last Wednesday and Thursday as new strike talk developed because of the status of negotiations of the Pittsburgh AFM local with WCAE, MBS outlet in that city.

While there have been some reports that AFM will seek a postponement of the Sept. 16 arguments, no formal postponement plea had been entered by the union up to last Friday. In Washington, however, it was learned that Joseph A. Padway, chief counsel for AFM, and general counsel of the parent AF of L, had left by plane for London with Daniel Tobin, AF of L official, to attend a British labor conference. It was not thought he would return by Sept. 16. Whether, in the light of his absence, a postponement plea will be made, was problematical. It was also questionable whether the court would be disposed to grant a postponement at this late date, particularly since the Government has stated that it will be ready to appear as scheduled on Sept. 16.

The strike talk was somewhat allayed last Friday, however, but portents of a crisis of some kind were seen prior to argument on Sept. 16 before the Federal District Court in Chicago on the move of the Dept. of Justice to enjoin AFM, Petrillo and his international executive committee. Assistant Attorney General Arnold, who personally will direct the Government's case, was gathering evidence for the presentation.

That all is not tranquil in musician ranks was evident as the Petrillo ban entered its fourth week. The Chicago board sessions, it was reported, were stormy. Moreover, name band leaders were beginning to complain about lack of customary radio recognition. It was reported, particularly from the Midwest, that numerous stations, acting independently, have demonstrated their indignation over the Petrillo tactics by performing records and transcriptions without identifying the bands.

AFM Board Meeting

This appeared to be a revival of moves taken by many stations several years ago when the National Assn. of Performing Artists, made up of band leaders and other performers, attempted to exact additional royalties from stations but lost out in the courts. The band leaders soon found, as a result of non-recognition of their records on the air, that phonograph record and music sales dropped off considerably and their box-office popularity also waned.

The AFM board met Tuesday through Thursday. In addition to President Petrillo, there were present C. L. Bagley, vice-president, Los Angeles; Harry E. Brenton, financial secretary-treasurer, Boston; and executive committee members Chauncey A. Weaver, A. Rex Riccardi, Philadelphia; Walter M. Murdoch, Toronto, all officers of the organization who have been named defendants in the Government anti-trust suit against the union.

On the preceding Sunday, the union ran full page ads in the *Chicago Sun* and *Chicago Tribune* and on Aug. 17 in the *Chicago Daily News*. The advertisements were titled "Explanation of the American Federation of Musicians' position in the recording and transcription fight." Displayed were the texts of letters to Petrillo from FCC Chairman James Lawrence Fly dated July 22, and from Elmer Davis dated July 28, and Petrillo's replies to them [BROADCASTING, Aug. 3, 10].

While the Pittsburgh situation was not finally settled last weekend, it nevertheless was felt a strike crisis had been averted. It is understood Leonard Kapner, manager of WCAE, Hearst-owned outlet, has agreed with the local to rehire his house orchestra on Sept. 1, but without a contract. The station has taken the position that it cannot contract for a staff orchestra until the national union's transcription and record issue is cleared.

Free Flow of Music

In one other city it was reported negotiations with the local had been stymied because of a provision in the station's contract guaranteeing what amounts to "free flow of music". The station insisted that the Petrillo ban violated that provision and therefore it was not

(Continued on page 48)

SWEET LAND OF LIBERTY
JAMES LITTLE CAESAR PETRILLO MUSICIANS DICTATOR
JOIN THE MUSICIANS UNION OR ELSE —!
CZAR PETRILLO OF THE AFM

Fresno (Cal.) Bee — *Muted*

Americus (Ga.) Times-Recorder — *Petrillo Will Get You If You Don't Watch Out*

LATHAM JOINS MBS IN SALES POSITION

JOHN R. LATHAM, former executive vice-president of the American Network, representing FM stations, joins MBS Aug. 24 as assistant sales manager, W. E. Macfarlane, Mutual president, announced last Thursday following an executive meeting held at the Hotel Ambassador, New York. Mr. Macfarlane also announced immediate plans to enlarge the network's New York office at 1440 Broadway.

Mr. Latham

Mr. Latham, well-known in eastern radio, was for several years in charge of time buying for Young & Rubicam, New York, and later served as president of the American Cigar & Cigarette Co.

Engaged by the American Network to survey the potentialities for an FM network, Mr. Latham upon completion of that task was appointed executive vice-president of the organization in charge of the New York offices, which were serving FM broadcasters as sales representatives pending the time when the proposed network would be ready to begin operations. The entry of America into the war has made an FM network definitely a post-war proposition, freeing Mr. Latham to make the affiliation with MBS. He will serve under Edward W. Wood, MBS sales manager.

Draft of Married Men By Christmas Is Seen

IN DECLARING that married men with working wives and single men with dependents could expect to be called before Christmas for miltary service, Maj. Gen. Lewis B. Hershey, Selective Service chief, speaking in Evanston, Ill., last Friday, warned that in every "possible" case women and old men would replace able-bodied men of draft age even in vital lines.

This portends that the manpower situation in broadcasting may not be alleviated despite the fact that the industry has been declared essential by Selective Service. Also it was indicated by Gen. Hershey that many industries now deemed essential may not be in that classification within a short time [see Selective Service and War Manpower story on page 51].

Trimount Blue Program For Dorothy Thompson

TRIMOUNT CLOTHING Co., New York, will begin its third series on BLUE when it resumes commentaries by Dorothy Thompson, analyst and columnist Sept. 20. Miss Thompson broadcast on BLUE for Trimount, makers of Clipper Craft Clothes from March 19 to June 11 this year under a 13-week contract, occupying the 8:45-9 p.m. spot on Thursday. She will be heard Sunday 9:45-10 p.m. under her new contract, also for 13 weeks.

Trimount sponsored William Hillman and Raymond Clapper, columnists and commentators on the BLUE last fall. Agency is Emil Mogul Co., New York.

Radio Tax Plan 'Submitted' to Senate

Text of Hearings Reveal Secret Project

A PLAN to tax radio, prepared jointly by the Treasury and the FCC, but not recommended for adoption by either agency, has been submitted to the Senate Finance Committee, it was revealed last week through publication of a section of committee hearings on the nearly seven billion dollar tax bill recently passed by the House.

The plan, submitted it was said, only because the Senate Finance Committee had made a request last year for a project after that committee had thrown out a proposal to tax receipts of networks and stations, to the tune of $12,500,000 would levy on radio either through a graduated tax based upon stations' transmission power or a graduated tax based on net time sales. The higher of the two levies would be paid by the stations. A table on taxes which begins at 100 watts would find a station with that size transmitter being taxed $100 and graduates to $1,000 for 50,000 watts.

Based on Net Sales

The tax based on net time sales would be imposed on independent and network-owned stations at rates graduating after a $100,000 exemption. The rates, after the exemption, were not recommended or submitted with the plan. Obviously this had been left to the Senate committee's discretion. Part-time stations would be subject to rates equal to 60% of those applicable to full-time stations. Network net time sales would be taxed at 8%, applied after an exemption of $100,000. [See full text of plan and tax tables on this page].

A great deal of conjecture has been expressed in Government and industry circles for some time on the possibility of a radio tax. It had also been reported that the Treasury and FCC had jointly drawn up a tax plan. However neither agency had released any information on the plan because, as it was declared in submission of the proposal to the Senate, no recommendations for adoption had been made. It was indicated that officials of both agencies did not think the plan feasible and that they also felt it to be discriminatory.

Plan To Senate

The plan was therefore submitted to the Senate committee in executive session—behind closed doors. Discussions at these hearings are not made available for publication. The plan then was published in the committee's record, it was said, because of the insistence of some committee members as well as outside interests. It was included along with a letter submitted to the committee Aug. 13 by Randolph Paul, Treasury general counsel.

Also, the Treasury as recent as a fortnight ago [BROADCASTING, Aug. 17] emphatically declared it had not "recommended" a radio tax but the distinction between "recommending" and "submitting" a plan was not brought out, ostensibly because of the confidential nature of the plan.

'Explanatory' Proposal

Mr. Paul, in his letter, referred to the Treasury plan of last year, also unrecommended by that agency, which dealt primarily with a tax on network and station gross receipts. He brought out that the 1941 plan was prepared at the request of the House Ways & Means Committee, eventually to be dropped in the Senate. A summary of this plan, he said, was being submitted to the committee at the "request of Mr. John B. Haggerty, International Allied Printing Trades Associations, that a Treasury memorandum on the taxation of radio broadcasting be included with his testimony before your committee."

He pointed out that the Senate Committee last year, after dropping the gross receipts tax on radio, had requested the Treasury "to explore" the possibilities of a radio tax and indicated that the plan he submitted last week was merely in accord with that request.

Meanwhile, Ellsworth C. Alvord, NAB tax counsel, vigorously protested against the "25 to 30 millions" tax on net time sales proposed by Mr. Haggerty to the Senate committee Aug. 3 [BROADCASTING Aug. 10] in a letter to the committee Aug. 17.

Mr. Alvord declared Haggerty's proposed tax "would seriously jeopardize the extraordinary and commendable contribution to the nation's war effort which radio is now making." He also said "there is no justification for the imposition of a discriminatory tax of this nature upon any industry and most certainly not an industry engaged in the dissemination of facts and information."

NAB Stand

The NAB counsel confirmed that "the Treasury has not recommended and is not recommending (jointly with the FCC, or otherwise) the adoption of a special tax upon the radio industry" and suggested a review of the letter to the committee from Mr. Paul.

The new tax plan of the Treasury and FCC was parenthetically referred to by Mr. Alvord. "We trust," Mr. Alvord said, "that your committee will again reject any proposal to impose a special tax upon the radio industry, and we are confident that your committee will afford the industry and others interested an adequate opportunity to be heard in the event that any plan (such as the plan prepared jointly by the FCC and the Treasury Dept. and which was submitted *without recommendation as to its adoption* in the letter from Mr. Paul, dated Aug. 13, 1942, above referred to) is under consideration by your committee."

Not Seriously Considered

Consensus in Government, industry and labor circles was that no serious consideration would be given to a discriminatory tax proposal for radio. The Aug. 10 lashing of the Haggerty proposal by FCC-BWC Chairman James Lawrence Fly who declared the printing union official's demands "extravagant" and said that such a tax would be "tragic" and "unfortunate" from the standpoint of the industry, was taken to be indicative of the Government's attitude toward such a tax. Opposition of labor groups against the adoption of such a tax was also taken as a sign that in almost all circles the tax was looked upon as discriminatory and without basis. Representatives of both the parent AFL and subordinate IBEW submitted statements to the Sentae committee asking that the Haggerty proposal be dropped [BROADCASTING Aug. 17].

TREASURY PLAN TO TAX RADIO

Full text from Senate Finance Committee records

THE REVENUE BILL of 1941, when it passed the House, contained a tax on the gross receipts of radio broadcasting stations of networks. This tax was eliminated by the Senate Finance Committee and was not in the act as passed. The Senate Finance Committee, at the time it was considering the matter, requested the Treasury to explore the possibilities of such a tax. In accordance with that request the following plan for the taxation of radio broadcasting was prepared jointly by the staffs of the Treasury Dept. and the FCC.

(A) Radio broadcasting stations, both independent and network-owned, would be subjected to the higher of two levies: (*a*) A graduated tax based upon the transmission power of the radio station, or (*b*) a graduated tax based upon net time sales. The first of these is a nominal tax in the nature of a registration fee.

(B) The network operations of networks would be subjected to a tax on net time sales.

1. *Radio broadcasting stations.*—Independent and network-owned broadcasting stations would compute their tax liability under each of two methods and pay the higher amount.

(*a*) *Tax based on transmission power.*—In the case of radio stations operating on unlimited time schedules, the tax on transmission power would be imposed at the following rates:

Power		Power	
100 W	$100	7,500 W	$ 750
250 W	250	10,000 W	800
500 W	250	25,000 W	900
1,000 W	350	50,000 W	1,000
5,000 W	500		

Part-time radio stations would be subject to rates equivalent to 60% of those applicable to stations operating without any time restrictions.

(*b*) *Tax based on net time sales.*—The tax based upon net time sales would be imposed on each independent and each network-owned station at rates graduated with the amount of net time sales in excess of a $100,000 exemption, as follows: First $50,000 of taxable net time sales; next $350,000 of taxable net time sales; balance of taxable net time sales.

"Net time sales" would be defined as gross time sales (excluding sales of talent) less commissions and outpayments to other stations and networks, plus the published card rate value of all radio time given in exchange for services, commodities, or other valuable consideration.

2. *Network operations.*—Networks, on their network operations, would be taxed on their net time sales at a flat rate of 8%, applied after an exemption of $100,000. The definition of "net time sales" for network operations would be the same as for broadcasting stations.

Coleson Named to Head Army Coast Radio Setup

ESTABLISHMENT of a West Coast office was announced last Thursday by Lt. Col. E. M. Kirby, chief of the Radio Branch of the Bureau of Public Relations of the War Dept. Col. Kirby also announced that the new office will be headed by Robert Coleson, former administrative executive of Radio Branch headquarters in Washington and more lately head of the recently opened New York office. The West Coast office will be located in Hollywood at an address to be announced later.

Col. Kirby stated that Glenn Wheaton has been named director of *Command Performance*, weekly shortwave show produced by the Radio Branch and broadcast to the United States armed forces all over the world. Mr. Wheaton has been writer and co-producer of *Command Performance* since it started six months ago.

POW-A-TAN MEDICINE Co., Huntington, W. Va., user of radio, engaged in selling a medicinal preparation, Powatan Herb Tonic, has been charged by the Federal Trade Commission with misrepresentation in its advertising.

Is the Wartime Audience Up or Down?

Refuting CAB, Hooper Replies to Lewis: 'It Is Up'

Dear Mr. Lewis:

Our staff's concentration on the factors inherent in accurate radio audience measurement has created convictions of what is right and wrong about methods of measuring radio audiences. Individuals and department heads in various organizations on our extensive client list have sought our point of view but yours is the first "official" request for clarification of the most needlessly confusing condition existing in all advertising. How can there be two measurements of the same thing which are so far from being equal to each other?

All Are Up

Two weeks ago, when relatively meager information had been released to show the degree to which the CAB records and ours were at variance, a large circulation magazine approached me for a statement on the subject. What I gave out included the following:

"A detailed analysis of our records revealed nothing but confirming evidence of consistently higher listening since May 15 compared with the same period a year ago. In addition to the "Radio Use Index" being up, we find that:

1. The "Available Audience Index", which reports by individual time periods and in terms of broad averages the size of the group at home and awake, is and has been up.

2. The "Average Network Program Rating", issued twice monthly to show the audience size to network programs compared with all broadcasts, is currently up and has been constantly higher since May 15th compared with a year ago.

3. The "Recruiting Efficiency Index", (i.e. our continuing measurement of the percent of those at home and awake who are listening to the radio) is and has been consistently up.

"Whereas the audiences have actually increased the apparent decline reported by CAB is explainable in terms of simple arithmetic, no mystery to any eighth grader.

"Each organization rates a program by dividing total interviews into program listeners. We use 'total homes called' (including 'not at home'). CAB uses only completed calls in its divisor. A simple example will show how the CAB index of nighttime listening can decline even when listening goes up if some change like rationing causes a larger proportion of the people to stay home. (Our records of 'not at home' show decreases each month since May 15, whereas the seasonal trend based on previous years' record calls for increases.)

Example I: 100 homes were called in 1941. 20 were found 'listening', 20 were 'not at home'. Hooper 'Sets-in-Use Index' would have been 20.0; CAB would have been 25.0 (20 ÷ 80 = 25.0%). In 1942 let those at home increase from 80 to 85 per 100, let 'listeners per 100 homes' increase to 21. Hooper 'Sets-in-Use Index' increases to 21.0; CAB drops to 24.7 (21 ÷ 85 = 24.7%)."

Comparative Audience

Your letter and the prominence given more recently to the detailed second quarter review releasd by CAB, by both the trade and general press calls for a more complete response. A simple chart will help.

The subject matter for the chart is our 1941-1942 "Sets-in-Use Index" of evening listening which, I should add, is radio's longest comparative record of audience size. This index is and has been continuously based on "Total Homes Called" in basic network area cities in which we have uniformly asked the question "Were you listening to the radio just now?" continuously since November, 1934. The question and the statistical treatment we give its answers, is credited [Column 3, page 13, Stanton: *How Radio Measures Its Audience*, 1941] with supplying to radio an "absolute" measurement of comparative audience size.

Because of the seriousness of the current controversy, it is constructive to point out that CAB has no such direct record of "Sets-in-Use" [Column 1, page 14: Stanton: *How Radio Measures Its Audience*, 1941]. Its index is a composite of adjusted program ratings, which are themselves subject to many variables, the best known of which is stated in CAB's definition of its own rating, the memory variable. Furthermore, method changes in October, 1935, and again in October, 1940, destroyed long time comparability in all CAB records.

Our first view of the increase in listening recorded in our Jan... 1942 Index compared with the ... preceding Januarys seemed to ... to reveal perfectly normal radio ... havior on the part of a nation ... war. The subsequent narrowing ... the spread between 1942 and 19... in February and the drop in Ma... 1942 was explainable in terms ... the decline in the dramatic quan... of war news from both the Pa... and from Europe. Also in Ma... and later in April, when the ... stantial drop took place in 19... we were privately calling the ... tention of the industry to a pr... able listening surfeit due to ... present radio-borne war announ... ments.

This resulted from the un... strained competition by Gove... ment departments and war ag... cies for free radio time. Out ... this competitive situation came ... Advertising Council with the re... tant War Information Network ... location Plan which brought firs... stop to the deluge of releases a... more recently, order out of cha...

As Expected

By early May (before gas rati... ing and before tire conservati... had become a reality) our ind... was again up as compared w... 1941. This we interpreted, in o... release to the industry, to be t... expected constructive influence ... the elimination in 1942 of the pr... viously traditional May 1 confl... sion traceable to Daylight Savi... program time schedule changes.

As can be seen at a glance in th... chart, May "Sets-in-Use" was ... 2.8 over May, 1941. (The drop fro...

(*Continued on page 50*)

MR. LEWIS POSES THE QUESTION

Dear Mr. Hooper: *

I am approaching you to request your best and most complete explanation of how these two statements appearing in the press during the same week can both be right. The first says listening is down 4%; the second says listening is up 17%.

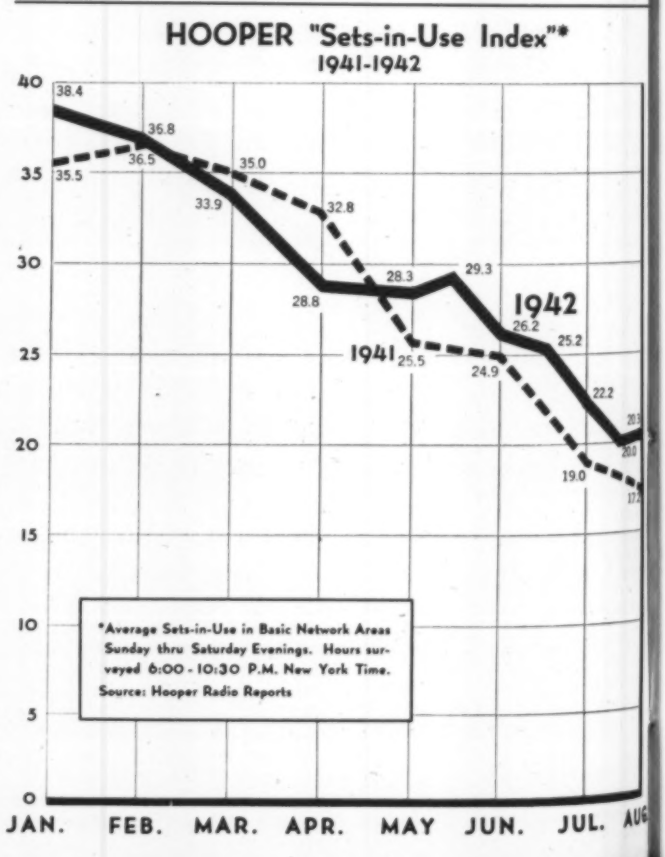
"Broadcasters who have been hoping that gas and tire rationing would keep people at home—with an ear glued to the radio—and who have introduced this hope into their sales arguments, will find no support in the Cooperative Analysis of Broadcasting's index of radio listening. CAB's index of nighttime listening stands at 23.4 for June of this year, a drop-off from 24.4 for June of last year."—*Business Week*, June 25, 1942.

"The continuous evening radio use index published by Hooper Radio Reports stands at 22.2, up 3.2 from 19.0 in the corresponding report of last year."—*Radio Daily*, July 27, 1942.

Because we are interested in reaching the largest possible radio audiences with vital war information—and in doing everything possible to help maintain those audiences, these contradictory measurements are of vital concern to the Office of War Information. We would like an explanation, if there is one, of why two such diametrically opposite conclusions are reached by two organizations, the work of both of which is measurement of the same thing, namely, radio audiences.

WILLIAM B. LEWIS,
Chief, Radio Bureau,
Office of War Information,
Washington, Aug. 18.

* An identical letter was also sent under same date to A. W. Lehman, Cooperative Analysis of Broadcasting.



XUM

Making the Cash Registers

JINGLE, JANGLE, JINGLE

WSIX—now 5,000 watts (day and night) on 980 kilocycles—is giving *multiplied coverage* of the rich Nashville market.

● Advertisers report healthy sales increases directly traceable to our new power and frequency. Such gains are further enhanced by the boom-time prosperity of this entire trading area.

Though serving a much larger territory than before, and serving it with a much clearer signal, WSIX nevertheless has made—as yet—no increase in rates. Old 250-watt rate card still in effect. It's a BUY!

SPOT SALES, INC.—NATIONAL REPRESENTATIVES

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Campaigns Placed By Cold Remedies

Leading Firms Now Preparing Cold Weather Schedules

FORESHADOWING extensive radio advertising during the fall and winter for cough and cold remedies, a number of companies have already started placing campaigns to start in late September or early October.

Maryland Pharmaceutical Co., Baltimore, has signed for participations on a new five-weekly show on WABC, New York, titled *Personally, It's Off the Record* starting Sept. 27, and is understood to be lining up a schedule of spot announcements for Rem and Rel, cough medicines, on a similar scale to that used last year. Firm at that time ran spots thrice-weekly nationally Sept. 30 through March. Agency is Joseph Katz Co., Baltimore.

Other Campaigns

Although no details are available at present on specific plans, other companies that have started placing their advertising are: Musterole Co., Cleveland; Vick Chemical Co., New York (cough drops); and Smith Bros., Poughkeepsie (cough drops).

Seeck & Kade, New York, will use a five-minute transcribed program *Singin' Neighbor* thrice-weekly on a national basis for Pertussin cough syrup, for 26 weeks, starting Oct. 15, but station line-up has not been announced. Firm used similar transcriptions last year on a 13-week basis. Agency is Erwin, Wasey & Co., New York.

Stock Remedy Campagn Placed on 16 Statons

DR. HESS & CLARK, Ashland, O. (stock and poultry remedies), started a nationwide campaign, using five-minute transcriptions featuring Smilin' Ed McConnell, philosopher-hymn singer, the first week in August. Transcriptions are aired thrice weekly for a 52-week period on 16 stations: WLS WLW KGKO KLZ WHO WJR KPRC WCCO WKY KDKA KEX KFEQ KMOX WIBW KFH WNAX.

Last year's campaign lasted for only 20 weeks and included transcriptions on farm topics on 12 stations, with live announcements on five outlets. Agency is N. W. Ayer & Son, New York.

Dorrance's New Post

DICK DORRANCE, formerly general manager of FM Broadcasters Inc., recently with the Office of Facts & Figures, has been appointed assistant chief of Government liaison in the Radio Bureau of the Office of War Information. He will serve under Philip Cohen, chief of the division. Function of the division is to maintain contacts with all Government agencies on their radio plans. Mr. Dorrance, a well-known fiction writer, started in radio at WOR, New York. Recently he has been editing the news letter of the Broadcasters Victory Council.

Walker FCC Acting Chairman As Fly Makes Extensive Tour

WITH FCC-BWC Chairman James Lawrence Fly away on leave for several weeks, Commsisioner Paul A. Walker last Tuesday was designated acting chairman of the Commission. Mr. Fly, it is understood, has gone to the West Coast and plans to inspect FCC field operations there, including Radio Intelligence Dept. and Federal Broadcast Intelligence Service units. His itinerary has not been announced.

While Commissioner Walker was named acting chairman, he is presiding intermittently over telephone rate hearings being held in Chicago. During his absence from Washington, Commissioner C. J. Durr, newest appointee, will serve as acting chairman. The Board of War Communications, also headed by Chairman Fly, will be presided over during his absence by Maj. Gen. Dawson Olmstead, Army Chief Signal Officer. Mr. Fly's alternate on the board, to sit during his absence as a member, is Lt. E. K. Jett, FCC chief engineer and chairman of the BWC Coordinating Committee. BWC did not hold its regular weekly meeting last Thursday but will meet Aug. 27.

At the FCC, it was said Chairman Fly would be gone about three weeks, returning probably about Sept. 8.

Handles Coca Cola Show

PAUL DUDLEY

Coca Cola Plans

PAUL DUDLEY, writer-producer who has handled such shows as the *Treasury Hour*, the Tums *Pot O' Gold* series, and *Treasure Chest*, has been named coordinator of the Coca Cola Co.'s *Spotlight Bands* six times weekly program, when it starts on the BLUE Sept. 21. In cooperation with Phillips Carlin, Mr. Dudley is establishing a writing-direction staff in New York, Chicago and Hollywood, as well as engineering-production staffs at various BLUE affiliates to facilitate technical operations. The program will present leading bands from whatever point in the nation they are playing. Agency is D'Arcy Adv. Co., New York.

Greyhound Bus Renews

PACIFIC Greyhound Lines, San Francisco (bus transportation) has renewed for 52 weeks its weekly quarter-hour program, *Romance of the Highways* on 28 Mutual-Don Lee stations in the Western States. This marks the beginning of the seventh consecutive year for the sponsor on this network. Pursuing the theme "Serve America Now—See America Later," the program is dedicated to its listeners as a goodwill and service feature. Commander A. W. Scott conducts the program in the role of narrator. Agency is Beaumont & Hohman, San Francisco.

Third of Families Listen in Evening

CAB Finds Monday Is Best Of the Weekday Evenings

ONE-THIRD of the radio families in the United States tune in their sets to some broadcast during an average half-hour between 7 and 11 p.m. of any weekday night in the winter season, according to the annual report of the Cooperative Analysis of Broadcasting covering the use of radio sets in the period May 1, 1941, to April 30, 1942.

Monday was the weekday last winter with the highest average nighttime listening, according to the CAB, the analysis showing that 35% of the sets were in use in the average half-hour. This record was credited to two of President Roosevelt's broadcasts on that evening—the Bill of Rights program and the President's report on "The Progress of the Nation", which scored respective CAB ratings of 63.3 and 83% of the radio setowners.

Sunday High Spot

Sets in use in the average half-hour of a Sunday night range up to 40%, according to the report, while nighttime listening is at its low point on Saturday when one-fourth to one-third of the radio families have their sets in operation. The daytime average of sets in use is about one-half of the nighttime percentage.

Average listening was less on the other days, except Sunday. The percentage of sets tuned on Tuesday was 33.8; Wednesday, 31.9; Thursday, 34.2; and Friday, 29.7. The Sunday average climbed to 38.6%, while Saturday's was 27.3%.

The CAB analysis, which also reported the use of sets by geographic sections and income groups, is based upon approximately 700,000 completed interviews in 33 radio network cities.

Ben Stanley

BEN STANLEY, market reporter for WFBL, Syracuse, died suddenly at Cazenovia, N. Y., Aug. 15. Mr. Stanley was stricken with a heart attack shortly after his morning broadcast.

HOBLER, GOSHORN ELEVATED BY B&B

ELECTIONS of the board of directors of Benton & Bowles in New York Aug. 19 resulted in the election of Atherton W. Hobler, president of the agency since 1932, to the post of chairman of the board, Chester Bowles, currently on leave as OPA administrator for Connecticut assumes the newly created office of vice-chairman of the board and Clarence B. Goshorn was elected president.

Mr. Goshorn

Mr. Hobler

William R. Baker Jr., a vice-president, was elected vice-president and secretary, and James G. Rogers Jr., a vice-president, was elected vice-president and treasurer. All other officers were re-elected.

Mr. Goshorn joined Benton & Bowles in 1937 and has been a vice-president and board member for several years. Previously he was an account executive at Arthur Kudner, New York and earlier, in a similar capacity at Erwin Wasey & Co.; his advertising career began in 1919 with the Curtis Pub. Co. where he spent 12 years as a member of the advertising and circulation departments.

A graduate of the U of Michigan, '15, Mr. Goshorn first taught at the university for three years before entering the Army. He is married and the father of two boys.

Louis Kastor, 80, Dies; Started Chicago Agency

LOUIS KASTOR, 80, president of H. W. Kastor & Sons Adv. Co., Chicago, died on Aug. 18 in Chicago after an illness of nearly five years. A pioneer of the agency field, Mr. Kastor with his father H. W. Kastor, founded the firm in St. Louis in 1895, and upon his father's death Louis Kastor became the second president, title which he had retained during his past five years of ill health.

During his active years he managed the company's finances and saw the agency expand from St. Louis to Chicago, New York and Los Angeles. He was one of seven sons, all active in the company, and is survived by his widow, Babette B. Kastor, his sister, Gertrude Krone, and three brothers, Richard H., William B. and Arthur G.

Sheaffer Pen on NBC

W. A. SHEAFFER PEN Co., Ft. Madison, Ia. (Sheaffer Pens, pencils, Skrip), starting Sept. 20 will sponsor a quarter-hour weekly news period on full NBC network of 125 stations. Program titled *World News Parade* features Upton Close, Sundays 3:15-3:30 p.m. with occasional switches to foreign originations where the news has been highlighted during the week. Russel M. Seeds Co., Chicago, is agency.

*The Chinese say one picture equals 10,000 words.

Picture the lush KFYR-ea this war year:

Crops bringing highest returns in a generation:

Rich acres giving the highest yield . . . attested by these photographs—taken within twenty miles of Bismarck. The picture is the same in all the prosperous Northwest.

Cash in on this added BUYING power. Sell your story on KFYR, Northwest's DOMINANT station. Since its birth KFYR has been a friend of farmers. Naturally they turn now to KFYR-advertised products . . . to spend their extra wealth.

KFYR *Bismarck*

550 Kilocycles · N. Dak. · 5000 Watts

$500,000 Is Price In Sale of WEEI

Boston Outlet Formerly Held By Lease Bought by CBS

ACQUISITION of WEEI, Boston, by CBS for approximately $500,000, ending a six-year lease of the station by the network from Boston Edison Co., was announced last week. The transaction, while discussed with the FCC, is not subject to approval of that agency since CBS as lessee has been licensee of the station.

CBS announced that the purchase, effective Aug. 31, will in no way involve change in policy, personnel or program structure and that WEEI will continue as its key station in Boston. The FCC policy against network leases of stations, it is understood reliably, was largely responsible for the purchase transaction. CBS has been paying approximately $250,000 a year for lease of the facilities of WEEI.

Fellows Remains

Discovery of a so-called "reversionary clause" in the CBS lease of the station led to conversations with the FCC regarding acquisition. WEEI was the only one of eight stations operated by CBS which it did not own outright. It is the first acquisition by a major network of a station since CBS purchased KNX, Los Angeles, in 1936 for approximately $1,300,000.

Harold E. Fellows, general manager of WEEI since CBS leased the station in 1936 and prior to that commercial manager under the Edison operation since 1932, will continue in his post. Studios and offices will remain in the Edison Bldg. but additional space will be added to the premises occupied by the station which will give it three full floors, CBS announced. WEEI operates with 5,000 wats fulltime on 590 kc. The transmitter is located on the Mystic Valley Parkway in Medford, Mass.

CHOV in Operation

CHOV, Pembroke, Ont., went on the air for the first time Aug. 18, located northwest of Ottawa, closer to a large Army training camp than any other station. The station is owned by the Ottawa Valley Broadcasting Co., and equipped with RCA 250-watt transmitter. It is owned by D. A. Jones and E. G. Archibald, manager, and is represented by Stovin & Wright, Toronto.

Fiberglas Series

HOME CLEANLINESS and top furnace efficiency will be the keynote of a consumer advertising campaign to be started in September by Owens-Corning Fiberglas Corp., Toledo, for Fiberglas Dust-Stop Filters. In addition to newspaper copy, dealers and distributors will be offered scripts of spot announcements for placement on local stations. Young & Rubicam, New York, handles the account.

NBC DROPS 'RED'
15-Year-Old Identification Called Unnecessary

FAMILIAR for more than 15 years to radio listeners and to those in contact with the broadcasting business, the term "The Red Network" will be dropped completely by NBC after the end of this month. Roy C. Witmer, NBC vice-president in charge of sales, last week wrote the network's clients and their agencies as follows:

"Since the complete separation of the Red and Blue networks some months ago, we have been discontinuing the use of the term "Red Network" in our advertising and promotion. The process has been a gradual one, in order to give time for all concerned to become accustomed to the change.

"We feel that, from now on, use of the term Red Network is no longer necessary to designate the network operated by the National Broadcasting Company, so, effective Sept. 1, 1942, we shall drop it entirely and thereafter use only The National Broadcasting Company or NBC."

Lavin Heads WDAY

APPOINTMENT of Barney J. Lavin, sales manager of WDAY, Fargo, for the last six years, as manager, was announced last week by Earl C. Reineke, president of the station. Mr. Reineke heretofore has served as general manager of the station which he founded. Mr. Lavin has been assistant manager in addition to sales manager. In his new capacity he will continue to direct sales.

Mr. Lavin

Paramount Buys Time To Plug 'Holiday Inn'

PARAMOUNT PICTURES Inc., New York, in line with its extensive radio promotion of "Holiday Inn," has purchased time on CBS for a musical prevue, Aug. 26, 9:30-10 p.m. Featured in the broadcast will be Irving Berlin's tunes from the film, with Fred Astaire, singer-dancer; Bing Crosby, crooner; and Betty Jane Rhodes, radio and movie actress, taking part.

Paramount has recently used two single-time BLUE broadcasts for the show, and in addition has started transcribed announcements on 11 West Coast stations, with further spots to be placed on local stations thruout the country in connection with the film's national release Sept. 5. Buchanan & Co., New York, is agency.

New CBS Theatre

CBS last week announced that it had leased a third theatre in the Broadway district for origination of its programs. The new theatre is the New Yorker at 252 W. 54th St., and will be ready for broadcast purposes after Sept. 15. The *Camel Caravan*, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., is the first show set to originate in the new theatre.

OLD HANDS MEET as Paul White, CBS director of public affairs, (l) greets A. A. Schechter, former NBC director of news and special events, now with the OWI, at the recent INS dinner given at the Waldorf-Astoria, New York, in honor of the three INS reporters responsible for the spy scoop.

Proposed Transfer Of WOV Dropped

Bulova Withdraws Petition at Governmental Suggestion

CANCELLATION of the proposed sale of WOV, New York, by Arde Bulova to Mester Bros., Brooklyn food and chemical manufacturers, for $300,000, was approved by the FCC last Wednesday. Commissioner Paul A. Walker, sitting on the motions docket, granted the motion of the present owners to dismiss the application without prejudice.

The transaction, originally filed with the FCC last April, was evolved in keeping with the FCC edict against multiple ownership in the same city. Mr. Bulova, watch manufacturer and station owner, also is principal owner of WNEW, New York.

Change Opposed

Subsequent to the arrangement with Mester Bros., it was learned authoritatively that Government agencies identified with the war effort concluded it would be indiscreet to venture a change in ownership or personnel on a station specializing largely in foreign language programs. Since these agencies were entirely satisfied with WOV foreign language operations under its present ownership, Mr. Bulova was prevailed upon to withdraw the transfer application.

Mr. Bulova and his brother-in-law, Harry Henschel, own practically all of the station's stock. Mr. Henschel recently resigned management of the station to enter the Army. Ralph N. Weil has been named his successor.

Gramling's New Book

OLIVER GRAMLING, editor of PA Inc., radio subsidiary of the Associated Press, has written another book, to be titled *Free Men Are Fighting* which Farrar & Rinehart, New York, will publish in October. It will be a history and eyewitness account of the present war as told through dispatches from AP correspondents. Mr. Gramling in 1940 wrote *A.P.: The Story of the News*, which was a best seller.

More Firms Take Full NBC Hookup

Several Sponsors Earn 10% For 125-Station Network

NBC advertisers taking advantage of the network's 10% discount plan by using at least 125 NBC stations now total seven, according to the network last week. In addition to *The Voice of Firestone*, sponsored by Firestone Tire & Rubber Co. and the Philip Morris & Co. *Johnnie Presents* show, announced in BROADCASTING Aug. 10, the following companies have joined the list:

American Tobacco Co., New York, has added 24 NBC stations to Kay Kyser's *College of Musical Knowledge* for Luckies, bringing its total to 125; Brown & Williamson Tobacco Co., Louisville, which added seven stations to *Tommy Dorsey* summer replacement for *Red Skelton*, bringing its list to 127 stations for Raleigh tobacco and cigarettes; and F. W. Fitch Co., Des Moines (shampoo), adding eight stations to the *Fitch Bandwagon*, raising its total to 139 NBC stations.

P&G Shows Return

On Sept. 12 when Procter & Gamble Co., Cincinnati, returns two of its shows to NBC, each will carry the full network of 125 stations, namely *Abie's Irish Rose* for Drene and Teel, and *Truth Or Consequences* for Ivory. Last year those shows were on 48 and 63 NBC stations, respectively.

Agencies for the shows are Lord & Thomas, New York, for American Tobacco; Russel M. Seeds Co., Chicago, for Raleighs; L. W. Ramsey Co., Davenport, Ia., for Fitch; H. W. Kastor & Sons, Chicago, for Drene and Teel and for Ivory. Compton Adv., New York.

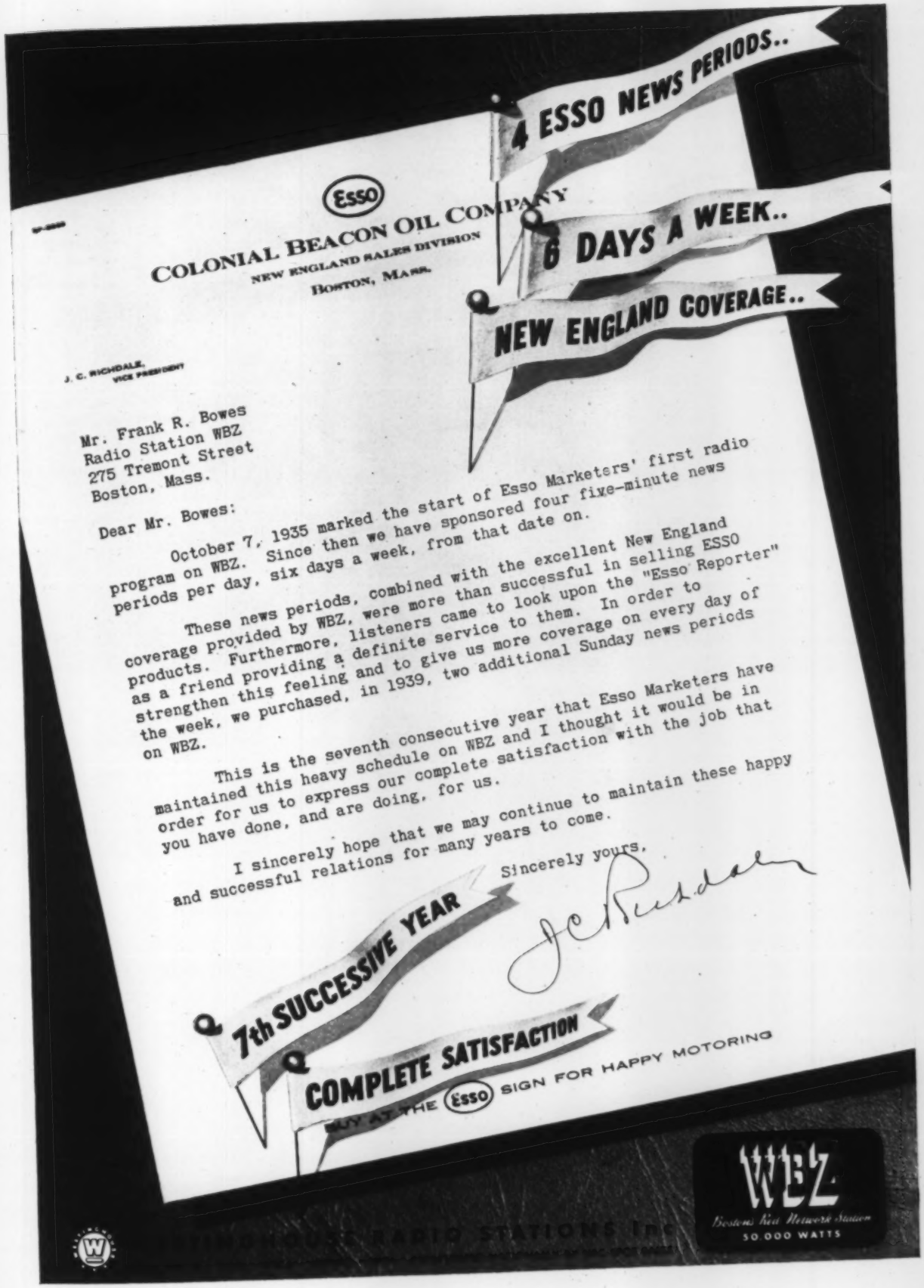
SOUP, SOAP PLANS TESTED BY HEINZ

H. J. HEINZ Co., Pittsburgh, has not completed its media plans for the introduction on Oct. 1 of a complete line of condensed soups, according to the agency, Maxon Inc., Detroit. All soup companies are converting their packaging to condensed soup in compliance with the War Production Board order of July 31 prohibiting the canning of non-condensed soups. If radio is used the company will go into spot radio, it was stated.

Meanwhile Heinz has been conducting tests for Swerl, granulated soap product, which it is distributing. One-minute announcements two to five times a day have been running on WIBX, Utica, WJIM, Lansing, and WJTN, Jamestown, N. Y.

The soap product is manufactured by National Aniline Co., Buffalo, and national distribution will not be completed for several months. The product, which is in the same price range as Dreft manufactured by Procter & Gamble Co., Cincinnati, is at present distributed by seven out of the 60 wholesale Heinz branches. Maxon Inc., Detroit, is agency.

XUM


4 ESSO NEWS PERIODS..
6 DAYS A WEEK..
NEW ENGLAND COVERAGE..
ESSO
COLONIAL BEACON OIL COMPANY
NEW ENGLAND SALES DIVISION
BOSTON, MASS.
J. C. RICHDALE, VICE PRESIDENT
Mr. Frank R. Bowes
Radio Station WBZ
275 Tremont Street
Boston, Mass.
Dear Mr. Bowes:
October 7, 1935 marked the start of Esso Marketers' first radio program on WBZ. Since then we have sponsored four five-minute news periods per day, six days a week, from that date on.
These news periods, combined with the excellent New England coverage provided by WBZ, were more than successful in selling ESSO products. Furthermore, listeners came to look upon the "Esso Reporter" as a friend providing a definite service to them. In order to strengthen this feeling and to give us more coverage on every day of the week, we purchased, in 1939, two additional Sunday news periods on WBZ.
This is the seventh consecutive year that Esso Marketers have maintained this heavy schedule on WBZ and I thought it would be in order for us to express our complete satisfaction with the job that you have done, and are doing, for us.
I sincerely hope that we may continue to maintain these happy and successful relations for many years to come.
Sincerely yours,
J. C. Richdale
7th SUCCESSIVE YEAR
COMPLETE SATISFACTION
BUY AT THE ESSO SIGN FOR HAPPY MOTORING
WBZ
Boston's Key Network Station
50,000 WATTS

Litigation Unlikely On Consent Decree

Government Doesn't Intend To Reopen RCA Litigation

THE DEPARTMENT of Justice does not have in mind reopening of litigation against RCA and other companies engaged in manufacture of radio apparatus in its effort to have vacated the 1932 consent decree which resulted in establishment of RCA as an independent radio manufacturing and operating company.

This was learned on good authority last week coincident with the filing by the Department of a memorandum in support of its motion for vacating the decree, argued Aug. 7 in Philadelphia. The Government did not state, in its memorandum, precisely why it wanted the decree vacated, but it was learned that it does not propose new anti-trust litigation involving radio per se.

Arnold's Contention

Assistant Attorney General Thurman Arnold, in the memorandum, contended that the companies which were parties to the original decree have no basis upon which to oppose its termination. In the arguments, counsel for RCA, General Electric and Westinghouse objected to such a procedure and claimed it deprived them of their legal rights. The original decree, entered in 1932 by the Federal District Court at Wilmington, Del., provided that Westinghouse and GE divest themselves of their stockholdings and membership on the board of RCA, which resulted in independent operation of the radio company in various radio fields. The original complaint also involved AT&T, Western Electric and General Motors, but these complaints were dismissed coincident with the decree.

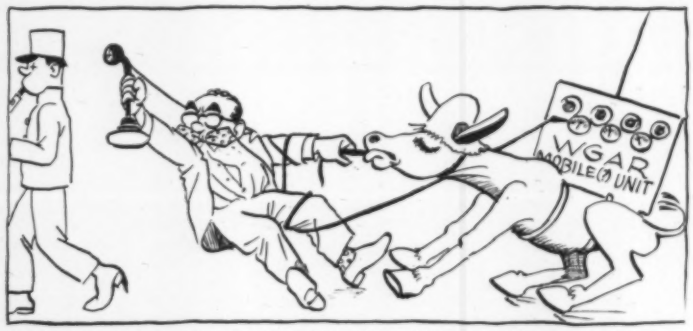
While there was considerable speculation regarding the reason for the Attorney General's move, it was thought that the Department had in mind moving against certain patent procedures involving fields other than radio. The decree, it was believed, hampers the Department in its effort to procure full prosecution. Some mention was made in informed quarters of aspects having to do with glass manufacture. Mr. Arnold, in his memorandum, supporting his motion, said that court action vacating the consent decree would impose no additional burdens on any of the parties. He held that if the motion is granted, no legal interest of the defendants will be impaired in any way.

"Though it is our view that it is unnecessary for the court to take any formal action to protect the defendants' rights in this respect," Mr. Arnold concluded, "we would have no objection to an order that vacated the decree without prejudice to any rights the defendants might have (1) because of the entry of the decree; and (2) because of its existence from the date of its entry to the date it was vacated."

Respondents are expected to file their memorandums in opposition to the Government motion this week. Federal Judge Albert B. Maris, of Wilmington, who presided at the arguments in Philadelphia, said he would hand down his opinion from Wilmington after perusal of the memoranda.

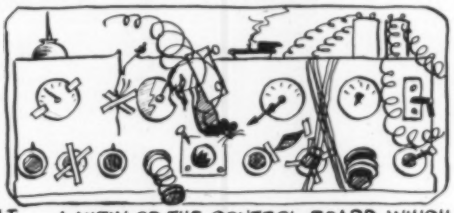
THE WGAR SUMMER SCENE

CAMERA GRABITOINS OF SELDROUS AND HOBBULAR GLMS



BECAUSE OF THE TIRE SHORTAGE, SPECIAL-EVENTS SIDNEY ANDORN HAS BEEN USING TESSIBEL, A RETIRED ARMY MULE TO CARRY THE MOBILE UNIT. HE IS SHOWN ABOVE HAVING A LITTLE TROUBLE KEEPING UP WITH A PARADE.

A CLOSE-UP OF THE BOLT AND NUT WHICH THE W.P.B. IN WASHINGTON GAVE MORRIE PIERCE PERMISSION TO BUY.



A VIEW OF THE CONTROL BOARD WHICH PIERCE & WINGARD SHOWED TO THE W.P.B. TO PROVE THAT THE BOLT WAS NEEDED.

McDONALD HOUSE IS SOLD OUT TO THE WGAR ANNOUNCING STAFF

THE AIR-CONDITIONER IN STUDIO A HAS BEEN FIXED AND THINGS LIKE THE ABOVE DON'T HAPPEN ANY MORE

COMIC RELIEF contained in the fortnightly bulletin sent by WGAR, Cleveland, to its men in the services. To break the wordage, its editors feel that a cartoon is a challenge they must accept in preparing each issue. The latest challenge was accepted by Henry Pildner, staff pianist, who contributed the above. Otherwise, the bulletins contain information which fills the boys in on the latest doings in and around the studios.

Kraft Gets Ketchikan

EDWIN A. KRAFT, operator of KINY, Juneau, Alaska, on Aug. 18 was authorized by the FCC to operate a new station at Ketchikan, Alaska, using 1,000 watts full-time on 930 kc. Mr. Kraft, also owner of Northwest Radio Adv., Seattle, takes over the facilities of the former KGBU in Ketchikan whose license, held by James A. and R. W. Britton, expired and was not renewed. Mr. Kraft has renamed the station KTKN.

640 kc. PETITIONS ACTED ON BY FCC

A SERIES of applications seeking assignment on the 640 kc. clear channel occupied by KFI, Los Angeles, as the dominant outlet, were either dismissed or designated for hearing by the FCC at its meeting last Tuesday. In view of the freeze order on allocations, stemming from the shortage of critical materials, there is little likelihood of favorable action on any of these applications during the war.

Dismissed without prejudice were the applications of WCKY and WKRC, Cincinnati, for assignment on 640 kc. with 50,000 watts.

The FCC simultaneously denied petitions and designated for hearing the applications of WHKC, Columbus; WCLE, Cleveland; WBIG, Greensboro; WOKO, Albany, and WHCU, Ithaca, all related to the so-called 640 kc. case.

Rockefeller Offers War Trade Effort

Appeals to About 500 Firms Interested in S. A. Field

TO MAINTAIN goodwill and continue trade practices throughout the war Nelson A. Rockefeller, Coordinator of Inter-American Affairs, has announced a project to enlist cooperation of U. S. businessmen in maintaining advertising in the other Americas. Requests for cooperation have gone out to approximately 500 manufacturers and business firms interested in foreign trade, it was said.

Ad Program Suggested

A planned and coordinated advertising program has been suggested by Mr. Rockefeller aimed to explain to our neighbor countries the reasons for U. S. shortages in certain products because of conversion to war work. Other Government agencies joining in the project include the Depts. of State, Commerce and Treasury.

Arrangements have been made for Department of Commerce representatives to call on manufacturers to explain details of the program. These representatives will also explain how advertising expenses in the project may be charged against income taxes.

Mr. Rockefeller praised the cooperation of South American republics in our war effort and declared this "same spirit of cooperation is manifest in the fields of news, radio and other publicity media".

RCA-NBC Brief Moved

RCA-NBC have been granted a 30-day extension or until Sept. 21 to file a brief in answer to the MBS 10-million dollar triple damage suit. The stipulation of extension was entered by Judge William J. Campbell of the Federal District Court of Chicago. The case has been assigned to Judge John P. Barnes. The suit was filed on the heels of the Government anti-trust suit against RCA-NBC last January. A request filed April 29 by RCA-NBC for a bill of particulars from MBS was denied June 22 and the defendants given 60 days to reply, or until Aug. 21 [BROADCASTING, June 29].

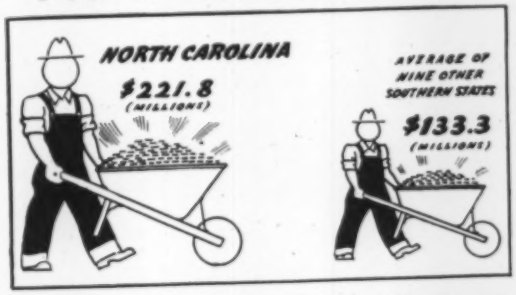
WESX in Marblehead

LOCATED in Salem, Mass., WESX on Aug. 18 was authorized by the FCC to move its main studio to Marblehead, Mass., and the Commission also waived Rule 3.30 so as to permit continuing announcement of the station's location at Salem. WESX was established in November, 1939 with 100 watts on 1200 kc., licensed to a company headed by Charles W. Phelan, formerly with the Yankee Network.

BILL BACHER, producer of the CBS *Camel Caravan Hour*, is compiling in book form the *Treasury Star Parade* transcribed series issued by the Treasury. Book will bear the same title as the programs and is scheduled for October release by Farrar & Rinehart, New York.

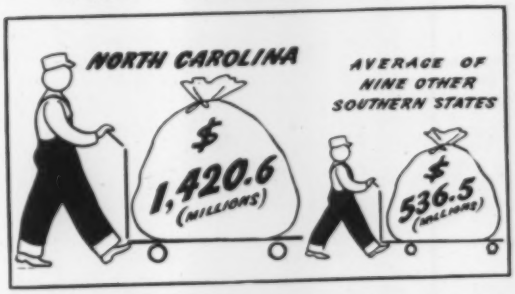
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



CASH INCOME AND GOV'T. PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF

with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

XUM

How Effective Is Radio Promotion?

Advertising Officials Are Surveyed By WOR

RADIO STATIONS spend sums of money for promotion without knowing how effective it is, judging by the results of a survey just released by the promotion department of WOR, New York, and conducted by Paul Stewart & Associates.

To determine the interest and needs of advertising excutives in radio promotion and research, the survey organization, following the plan developed by Joseph Creamer, WOR promotion and research director, arranged an independent research among advertising leaders to obtain their impressions of promotion and research activity.

The group interviewed, consisting of 35 selected agency executives and prominent advertising managers, were almost unanimous in decrying the absence of sufficient factual data. Furthermore, they maintained that it was hopeless to wade through a mass of promotional material in hopes of finding a fragment of fact.

What They Want

They recognized the value of good promotion but contended they want material which is factual, local in color, dated, file-sized if the material is to be kept—and above all, concise. Most of the men interviewed were fed up with trick advertising; they criticized the costly material prepared by most stations and said they were wearied by the regularity of promotional boasts minus the data to back the boast. In addition, they objected to the subtle knocking of competing stations.

In compiling the survey, the Stewart organization selected one interviewer who questioned in person each of the men interviewed. Each interviewee responded to questions arranged in questionnaire style. The general purpose of the study was to obtain the impressions of leading advertising executives in regard to radio station advertising, promotion and research.

To obtain these impressions the questionnaire was divided into three parts with particular emphasis on the first two—promotion and research. The third question sought suggestions on station activity in wartime. The first question asked, "In view of present conditions, what type of advertising and promotion do you feel a radio station should conduct in order to be of the greatest benefit to you?" To aid the respondent, this question was broken down into sub-questions touching upon the various uses of promotion such as radio in the war effort, benefit to be obtained from use of the station during the war, tips on timebuying, success stories of radio advertisers and the like.

In the same fashion, research was handled starting with the broad question, "What type of research do you feel a radio station should conduct for the duration to be of greatest benefit to you?" Again this broad question was broken down to cover circulation, listening trends, sales effectiveness studies, trends in national spot billings and cost-per-thousand circulation figures for each radio program comparable with similar cost figures for newspapers and magazines. In the third question general comments and suggestions were sought as to station activity which could be indulged in during the war.

Their Interests

The war effort of radio stations was of little or no interest to the men interviewed. But they were all vitally concerned with obtaining authentic information concerning the shifting of audiences due to listeners' war efforts. They were also particularly interested in any change in listening habits causing a shift of audiences during the early morning, daytime and nighttime.

Of the total interviewed, 32 were exceedingly anxious to obtain any promotional material elaborating on specific time availabilities. Some of these men said that little of this had been done in the past and others felt this would help circumvent the current favoritism shown by salesmen for their pet clients.

It was also suggested that this type of information could be useful in two ways—in aiding a client snap up new opportunities to keep his name before the public, or in improving his position and in revealing possibilities for new accounts interested in the station.

A definite majority of those interviewed favored information on the competitive position of a station in the matter of signal power.

Lichty in Chicago Times.

"My washing ain't as white as it might be but that poor girl in the radio soap serial has enough trouble without me complaining about the soap!"

Although some of these who answered in the affirmative felt this was an obvious necessity, others felt that it was a major factor to clients in station selection.

This comment was tempered with the thought that the extent of power was not always the vital factor in the decision since it depends on the job to be done and the size of the area to be covered. In general these men concluded that it is a necessary consideration in selecting stations and the facts should be within easy access of the prospect. A minority felt this information was not important.

Most of those interviewed said that it was not necessary for stations to attempt to compare costs-per-thousand for radio with similar costs figures for magazines and newspapers. Their objection is based upon the fact that there never has been—and some even thought there never would be—an acceptable yardstick conceived for comparison.

Nonetheless they indicated a deep interest in the competitive standing of a station in audience circulation. Of the men interviewed, 33 wanted the information through promotion channels. Each was careful to emphasize the necessity for accurate information. As long as the authority for the statement was competent and recognized they were definitely interested. A few emphasized the value of Hooper or CAB studies but the majority of the men merely desired a competent authority.

Questioned on the value of trends, the respondents were agreed they wanted all available information possible. Some said this would help to use radio more intelligently and judge coverage better. One man expressed a decided interest in circulation trends and another thought a breakdown of circulation was highly desirable. On the negative side one man said he didn't know how stations could study several trends but suggested more concrete evidence regarding audiences.

The Other Fellow

A majority of those questioned also were interested in knowing how other advertisers had used radio successfully. On this last point, one respondent maintained that stations have forgotten this basic sales principle.

In the section devoted to research, the survey attempted to learn whether advertising men desire the circulation of each program for which sponsorship is provided. The bulk of those who answered in the affirmative felt the information would be useful, emphasizing the particular value of this type of information on local programs. All stressed the need for greater factual basis than is currently furnished. One man thought so highly of this type of service he said that such information, if accurate, would make any other type of selling unnecessary.

As to specific type of circulation information, the respondents expressed a preference for a rating in homes of all incomes, in terms of men, women and children. A few suggested circulation in terms of thousands of homes and two were in favor of a rating in telephone homes only.

Listening trends obtained through research are very much wanted, the results show. The interviewees considered listening habits most important In detail they desire information broken down by time of day and season. The effect of gas rationing and the interest in news as a result of the war are two audience influences on which the respondents are desirous of more information. Other information desired is sets in use over a 24-hour period and type of programs. War's effect on such programs as the quiz show provide another sphere of query.

Most of those questioned thought that a listening area map based on

(*Continued on page 44*)

Representative List of

ADVERTISING EXECUTIVES INTERVIEWED

In WOR Survey

Myron Kirk
Director of Radio
Arthur Kudner, Inc.

Horton Mallison
Director of Station Relations
Badger, Browning & Hersey

George MacGregor
Advertising Manager
Colgate-Palmolive-Peet

J. M. Allen
Radio Director, Asst. to Lee Bristol
Bristol-Myers Co.

Alfred Lippmann
In Charge of Radio
E. T. Howard

Joseph Lowes
Advertising Director
Fairchild Aeronautical Inc.

Cynthia Drew
Asst. Radio Director
Kenyon & Eckhardt, Inc.

Linnea Nelson
Radio Timebuyer
J. Walter Thompson Co.

J. McSweeney
Space & Timebuyer
Paris & Peart

Morgan Ryan
Acct. Exec. & Timebuyer
H. M. Kiesewetter

F. W. Coste
Director of Radio
D'Arcy Advertising

Blane Butcher
Asst. Radio Director
Lennen & Mitchell

J. S. Davidson
Head of Radio Dept.
Federal Adv. Agency

Carlos Franco
Director of Station Relations
Young & Rubicam

John E. McMillin
Vice-President & Radio Director
Compton Adv. Co. Inc.

Glen Jocelyn
Vice-President
Sherman K. Ellis & Co.

Stepping Out -Together!

Blue Network Steps Out
In Style 'On Its Own Hook'
Signs Many Leading Programs to Give NBC
And CBS a Race for Listener Interest
By Wauhillau La Hay.
It's high time somebody paid a compliment to the Blue Network. It's all very well for you to sit back and say, "Humph—she's talking about a division of NBC," and let it go at that. But I'm not. The Blue has been doing a magnificent job of becoming a unit in itself; in developing new programs; in snatching some old ones away from other networks; in selling itself to you and me—the listening public.
Not that you and I care much where we hear a program we like. It could be on any network, on any station. If we like a program well enough, we follow it around. If we can't find it, we take steps to track it down. It's just that in the few short months of its existence as a separate network, Blue has done a mighty fine chore.
Two Children's Favorites.
In the children's program field it has signed up "The Lone Ranger" and "Jack Armstrong." The former is on three half-hours a week and has been since May. (It would have a higher rating, I'll bet, if it were on five quarter-hours a week at an earlier time!) "Jack Armstrong" starts on the Blue the latter part of August with five 15-minute shows a week, Mondays through Fridays.
In the news field, Blue has rung the bell by selling Ford Earl Godwin's "Watch the World Go By" seven nights a week and by taking Raymond Gram Swing from NBC (although he still hasn't severed his Mutual connection) and selling him to Socony-Vacuum four nights a week. Incidentally, have you noticed that since Mr. Swing has announced he's leaving Mutual he is
a "distinguished com-
last the accolade
and, when it goes commercial, WLS will air it for this territory.
Blue also has sold, since Feb. 1, Ramona and her "Tune Twisters" on that nickel-nickel-nickel five-minuter five nights a week on 170 stations — and "Counter-Spy," a half-hour thriller, starts on Sept. 28 for Mail Pouch Tobacco.
"Alias John Freedom," a very fine program indeed, starts Aug. 3 on Blue under the "teamed sponsorship" plan. In case that phrase means less than nothing to you, let me explain. A lot of advertisers would like network programs, but their budgets will not swing such a deal. So—a group of the advertisers get together and, together, buy a network show. Joe Glutz Broom Company is the big sponsor the first week, the Amalgamated Button Hook boys have it the second week, the Old Reliable Whoosit Makers have it the third week and the Little Jim-Dandy Furnace Company takes it the fourth week. Each sponsor gets a mention on each program, but the bulk of the commercials on one program a month, say, goes to a certain outfit. That's "teamed sponsorship."
New Shows Cooking.
In fact, the Blue
gleefully when
ks for fall
RE PRINT
CHICAGO SUN
7-27-42
BLUE
WENR

★ Yes, WENR is stepping right along with the Blue—sharing its progress, and doing a big job of its own. New ideas, new programs, and new accounts—it's no wonder that WENR'S listening audience is increasing by leaps and bounds.

You get a big plus with WENR. On cost alone, it's the best buy in Chicago. As for performance, just ask any WENR advertiser. Time buyers are recognizing the value. The proof—national spot income for July was up 91%—largest in WENR'S history. Why not investigate this opportunity?

WENR

CHICAGO'S BASIC BLUE NETWORK STATION—50,000 WATTS

WENR IS OWNED AND OPERATED BY THE BLUE NETWORK COMPANY
REPRESENTED NATIONALLY BY BLUE SPOT SALES

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT

Joe Miller Holds Labor Ruling Applicable to Individual Cases

Contests Wage & Hour Division Ruling, Posing Series of Questions for Their Consideration

OPINIONS of the Wage & Hour Division of the Dept. of Labor on computation of overtime payments for announcers are answered in a letter from Joseph L. Miller, NAB Labor Relations Director, now being circulated among member stations.

Recently the Wage & Hour Division, in an opinion handed down by Charles H. Livengood Jr., division chief, decided that announcers coming under codes and contracts of the American Federation of Radio Artists, were entitled to special talent fees when requested for specific programs and the fees should be considered as regular compensation in computation of overtime rates [BROADCASTING, July 27, Aug. 3].

Ruling Challenged

This gross earnings basis for calculating overtime is contested by Mr. Miller who indicates it can be applied only in individual cases. He points out that "an announcer, while working on a commercial program is often, in fact the employe of the sponsor. Hence when the announcer is the employe of the sponsor his talent fee should not be added to his station salary in determining his overtime rate."

Mr. Miller explains that the Wage & Hour Division has not taken an inflexible attitude but "have advised us that they are willing to modify their opinion if we can convince them that they have erred."

Meanwhile, he advises "it would be well for all stations to look at the facts in their own cases, to see whether their announcers' overtime should be based on station salary or gross earnings."

The whole problem disappears he says "if (1) the announcers involved are limited to a 40-hour week, or (2) the announcers can be classified as professional employes. In neither case need any overtime be paid, as far as the law goes."

He warns, however, of the growing shortage of manpower and declares a 40-hour week for "all" announcers is impractical. He also points out that "not nearly all announcers are professional employes" which would bring some of them outside the wage and hour provisions for professionals.

Mr. Miller contends the Wage & Hour Division's "'gross earnings' theory grows out of the extremely broad definition of the words 'to employ' in the Wage & Hour Act" and that there has been no "comprehensive judicial interpretation of that definition." Because of this, he continues, "we must turn to what might be called the common standards for establishing the employer-employe relationship."

Who Does the Hiring?

He asks what he terms the basic questions "who *in fact* hires and fires the man? Who pays him? Where does he work? Who pays his social security taxes? Who is responsible for him under workmen's compensation laws?" He adds that "in the complicated talent fee structure now existing in the broadcasting industry" there are many other questions to be answered such as—

"Even if the station actually pays the talent, isn't the station just acting as paying agent for the sponsor? Is the station paying the announcer his salary while he is working for a sponsor, or does he 'mark out' that period?"

Some examples are then cited in explanation. In the case of a highly paid staff announcer of a large network station, approached by an advertiser to handle a network commercial out of his regular hours for the station, Mr. Miller contends the advertiser is "clearly" the employer because "he hires and fires directly, directs and controls the announcers' work, pays his social security tax—all without even the assent of the network."

In this case, Mr. Miller asserts, any overtime the announcer put in on his staff job would be based on his staff salary and not on his gross earnings "because the network was not the employer of this announcer while he was working on the commercial program."

On the other hand, Mr. Miller cites the case of an announcer doing a sustaining newscast for a small station, the newscast then gains a sponsor and the advertiser is billed for time and a talent fee. The talent fee would be turned over to the announcer, it is explained, but the station would retain complete control over the announcer's work.

In this case, Mr. Miller declares the "station appears clearly to be the employer and the announcer's overtime rate must be based on his staff salary plus his fee." Between these extremes cited, he says, there are hundreds of variations and asks that stations notify the NAB of any of these cases for an opinion.

Mr. Miller adds that the NAB is in accord with the AFRA's contention that AFRA contracts should be accepted as legal. Mr. Miller declares the AFRA contracts provide that overtime should be based on staff salary and not on gross earnings. Also, hours spent on fee jobs are marked out of working hours in recognition of the principle that the announcer is not working for station when he is handling a commercial program for a sponsor. The AFRA intends to join the NAB in discussing this matter with the Wage & Hour representative, Mr. Miller says.

Mr. Miller concludes with the admonition that "if in doubt" on the announcer's overtime problem "write the NAB."

OLDEST ACTIVE SALESMAN in radio is the title claimed by 75-year-old Ben Wolff (right) of WEMP, Milwaukee, who was recently feted with a birthday party by the staff and presented with 75 silver dollars by C. J. Lanphier (left), manager.

DELANEY FEARS NEWS BLACKMAIL

THE BLACKJACK of blackmail hangs over commentators, newspapers and magazines "if they do not express views or opinions in consonance with the viewpoint of their listeners and readers", Rep. Delaney (D-N.Y.) told the House last Monday.

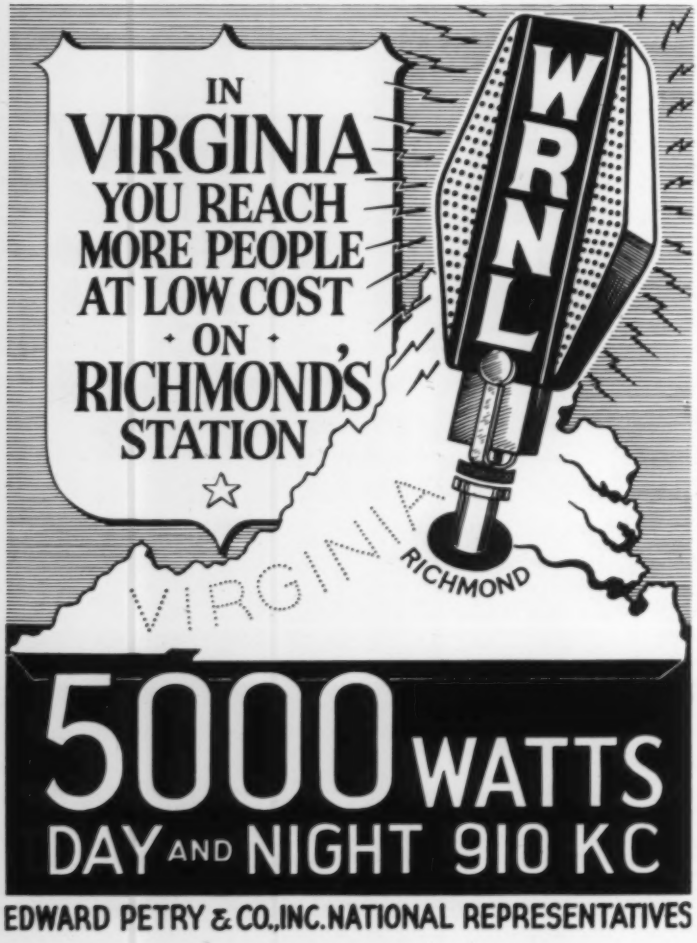
Rep. Delaney's remarks arose from an advertisement in the Aug. 16 issue of the *Washington Times-Herald*, published by Mrs. Eleanor Patterson, which offered $1,000 reward for the identity of a person or persons who allegedly had written to one of the newspaper's advertisers requesting withdrawal of advertising.

The letter, as printed in the *Times-Herald*, declared the newspaper, along with the *Chicago Daily Tribune* and the *New York Daily News*, printed editorials which paralleled "official Axis propaganda emanating from Berlin and Tokyo."

Radiomen, newspapermen, "their families, their sponsors and advertisers or all will be subjected to anonymous attacks and letters such as the one referred to above," Rep. Delaney declared, unless they conform to opinions of listeners and readers. Rep. Delaney then recommended that the matter be referred to the Postmaster General.

Canada S. A. Drive

SALVATION ARMY, Toronto, on Sept. 14 starts a two-week campaign of dramatized transcribed spot announcements in communities not having a Community Fund drive this year. Spot announcements will be used on 40 Canadian stations from coast to coast. Account is placed by A. McKim Ltd., Toronto.



Brighter Stars

for the late evening sky

It is the hour before midnight. Time for another of those special late evening shows prepared and produced nightly by the expert staff of WJR. *Peaceful Valley*, perhaps, with those melodies Grandma used to hum. Or *Maestro's Night*, with the romance of that first evening at the concert hall. Or *America's Music*, with tunes that Uncle Sam whistles while he works.

These brighter stars in the late evening sky are for all Americans. Especially, they are for those who are sacrificing most to keep the America we know. They are for the boy in uniform, spending his last evening with *her* . . . for the family keeping late vigil for news from some distant outpost . . . for that other army, laboring through the night to produce the weapons for victory.

Wherever the powerful voice of WJR reaches out, there is *big time* entertainment in the air *all* evening . . . to lift the spirits, to speed the hands, to relax the minds of an America carrying out its *biggest* job.

RADIO IN SERVICE OF HOME AND NATION

WJR
THE GOODWILL STATION
Detroit

BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . Leo J. Fitzpatrick, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

XLVII. CENSUS OF RADIO HOMES IN THE STATE OF CALIFORNIA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Alameda	165,201	96.4	159,213	153,645	96.7	148,583	8,600	92.1	7,917	2,956	91.8	2,713
Alpine	100	64.3	64	....	....	....	80	65.4	52	20	60.0	12
Amador	2,661	82.9	2,205	....	....	....	2,273	83.7	1,903	388	77.8	302
Butte	13,414	84.8	11,373	4,470	92.0	4,111	5,791	79.2	4,587	3,153	84.8	2,675
Calaveras	2,797	78.5	2,197	....	....	....	2,218	80.2	1,779	579	72.1	418
Colusa	2,911	85.7	2,495	....	....	....	1,857	86.9	1,614	1,054	83.6	881
Contra Costa	29,830	94.9	28,315	15,623	95.9	14,980	11,262	95.4	10,743	2,945	88.0	2,592
Del Norte	1,567	72.1	1,130	....	....	....	1,262	73.0	922	305	68.1	208
El Dorado	4,420	77.7	3,434	997	90.3	900	2,270	74.3	1,687	1,153	73.5	847
Fresno	50,012	87.8	43,924	22,106	92.2	20,373	12,893	87.1	11,224	15,013	82.1	12,327
Glenn	3,527	86.8	3,063	....	....	....	1,902	86.9	1,653	1,625	86.8	1,410
Humboldt	14,321	85.1	12,192	5,577	88.3	4,922	6,334	83.8	5,307	2,410	81.5	1,963
Imperial	15,263	69.8	10,650	6,945	75.9	5,274	3,783	66.9	2,530	4,535	62.8	2,846
Inyo	2,372	73.8	1,750	....	....	....	2,223	72.9	1,621	149	86.7	129
Kern	37,961	85.1	32,283	10,686	93.4	9,982	21,440	82.7	17,736	5,835	78.2	4,565
Kings	9,615	84.5	8,131	2,339	86.0	2,010	3,747	88.6	3,319	3,529	79.4	2,802
Lake	2,728	88.6	2,416	....	....	....	1,748	89.3	1,560	980	87.3	856
Lassen	4,286	85.4	3,659	....	....	....	3,628	87.1	3,158	658	76.2	501
Los Angeles	893,602	95.8	855,799	773,596	95.9	741,608	110,248	95.6	105,366	9,758	90.4	8,825
Madera	6,211	77.4	4,810	1,757	85.4	1,500	1,198	70.8	848	3,256	75.6	2,462
Marin	13,576	96.5	13,095	7,459	97.6	7,280	5,263	96.1	5,060	854	88.4	755
Mariposa	1,983	72.5	1,437	....	....	....	1,527	72.4	1,106	456	72.7	331
Mendocino	7,800	81.4	6,347	2,182	90.2	1,969	2,962	79.8	2,365	2,656	75.8	2,013
Merced	12,927	82.6	10,676	2,776	82.5	2,290	4,462	84.9	3,787	5,689	80.8	4,599
Modoc	2,695	80.7	2,175	....	....	....	1,853	80.3	1,488	842	81.6	687
Mono	776	73.4	570	....	....	....	655	73.9	484	121	70.8	86
Monterey	20,057	88.8	17,803	9,212	93.0	8,570	7,316	86.4	6,324	3,529	82.4	2,909
Napa	7,679	92.1	7,075	2,557	95.4	2,440	2,808	90.7	2,548	2,314	90.2	2,087
Nevada	6,021	85.8	5,165	1,767	94.5	1,669	3,597	83.5	3,003	657	75.0	493
Orange	41,027	94.4	38,731	25,461	95.3	24,257	10,849	92.5	10,034	4,717	94.1	4,440
Placer	8,414	86.3	7,271	3,171	94.9	3,010	3,264	81.8	2,671	1,979	80.4	1,590
Plumas	3,489	81.2	2,834	....	....	....	3,270	81.1	2,653	219	82.5	181
Riverside	31,011	86.0	26,663	15,920	92.6	14,747	9,835	79.4	7,807	5,256	78.2	4,109
Sacramento	49,134	91.3	44,868	33,082	94.0	31,096	10,920	85.8	9,374	5,132	85.7	4,398
San Benito	3,256	88.7	2,887	1,206	92.2	1,113	593	84.8	503	1,457	87.2	1,271
San Bernardino	47,666	89.8	42,798	28,877	91.1	26,317	13,636	86.2	11,750	5,153	91.8	4,731
San Diego	90,179	93.5	84,343	74,917	94.8	70,993	9,237	88.5	8,175	6,025	85.9	5,175
San Francisco	206,011	94.4	194,442	206,011	94.4	194,442	....	....	....	....	....	....
San Joaquin	36,569	88.7	32,452	19,412	92.2	17,895	8,501	87.7	7,453	8,656	82.1	7,104
San Luis Obispo	10,231	85.7	8,771	3,786	93.2	3,529	3,923	82.0	3,216	2,522	80.3	2,026
San Mateo	33,516	96.5	32,333	24,474	97.2	23,798	8,078	95.3	7,702	964	86.5	833
Santa Barbara	21,239	91.6	19,463	14,781	93.6	13,833	4,214	89.1	3,757	2,244	83.5	1,873
Santa Clara	51,916	94.0	48,829	33,883	95.6	32,407	10,803	91.4	9,874	7,230	90.6	6,548
Santa Cruz	14,968	90.9	13,607	8,783	92.6	8,131	3,987	90.5	3,609	2,198	84.9	1,867
Shasta	8,985	78.7	7,071	2,486	91.0	2,261	4,954	75.0	3,716	1,545	70.8	1,094
Sierra	1,082	78.8	853	....	....	....	981	79.7	782	101	70.1	71
Siskiyou	8,737	84.6	7,390	....	....	....	185	85.1	6,113	1,552	82.3	1,277
Solano	14,559	92.5	13,466	6,014	96.0	5,774	6,057	95.1	5,759	2,488	77.7	1,933
Sonama	21,641	91.9	19,882	7,865	94.7	7,445	5,660	89.9	5,086	8,116	90.6	7,351
Stanislaus	21,883	89.5	19,596	7,439	92.8	6,906	6,761	85.8	5,802	2,683	89.7	6,888
Sutter	5,539	83.0	4,599	1,594	91.8	1,464	1,554	74.5	1,157	2,391	82.7	1,978
Tehama	4,476	84.9	3,798	1,215	86.4	1,050	1,218	86.6	1,055	2,043	82.9	1,693
Trinity	1,438	70.9	1,019	....	....	....	1,045	70.5	737	393	71.8	282
Tulare	29,638	83.6	24,775	10,963	88.5	9,465	7,784	74.0	5,760	11,161	85.6	9,550
Tuolumne	3,598	82.4	2,965	....	....	....	3,038	83.5	2,535	560	76.8	430
Ventura	19,051	91.5	17,425	9,873	91.3	9,015	5,568	91.2	5,075	3,610	92.4	3,335
Yolo	7,776	85.6	6,652	2,003	94.2	1,887	3,514	81.5	2,865	2,259	84.1	1,900
Yuba	5,001	79.4	3,975	1,912	88.6	1,695	2,321	71.7	1,664	768	80.2	616
State Total	2,138,343	92.9	1,987,204	1,568,552	95.1	1,490,991	393,950	88.5	348,375	175,841	84.1	147,838

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Alameda	11,648	97.9	11,402
Alhambra	12,759	97.9	12,491
Bakersfield	8,529	94.7	8,080
Belvedere*	8,927	91.8	8,199
Berkeley	28,210	97.9	27,627
Beverly Hills	8,420	99.1	8,348
Burbank	10,638	98.0	10,423
Fresno	17,469	92.7	16,196
Glendale	26,250	98.4	25,834
Huntington Park	9,576	97.1	9,296
Inglewood	9,436	98.5	9,293
Long Beach	58,385	96.7	56,456
Los Angeles	493,087	95.3	469,836
Oakland	99,325	96.1	95,441
Pasadena	27,361	96.4	26,387
Riverside	10,422	94.3	9,833
Sacramento	32,178	93.9	30,227
San Bernardino	13,482	90.8	12,240
San Diego	63,962	94.9	60,687
San Francisco	206,011	94.4	194,442
San Jose	21,634	95.4	20,647
Santa Ana	10,422	94.7	9,875
Santa Barbara	11,428	93.7	10,705
Santa Monica	18,025	96.5	17,399
South Gate	8,199	98.0	8,036
Stockton	14,848	92.1	13,680

* Urban under special rule.

That's what the grocers, and druggists, and the other men-behind-the-counters say in Southern California.

And it's why, when advertisers ask their local representatives what to use to sell this billion-dollar market, there is a swelling chorus of "Put it on KNX!"

Surveys show that Southern California dealers prefer radio to all other national media, and prefer KNX to all other radio.

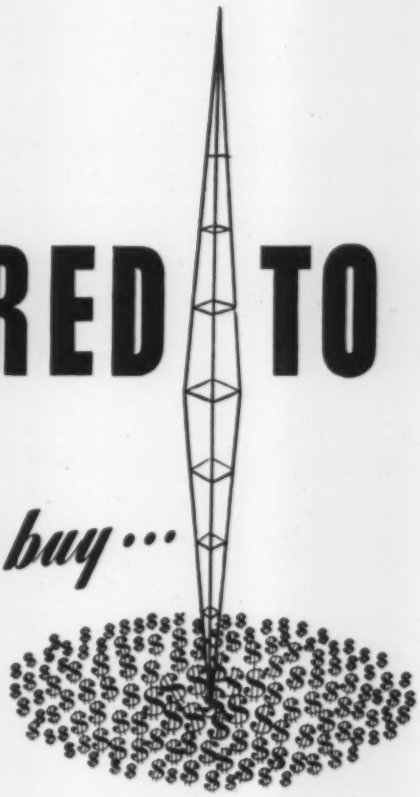
That's *dealer acceptance*. It's a direct result of a *consumer* acceptance that has been built up by years of KNX programs, leadership and public service. And a direct result of *both* has been a steadily increasing value for KNX advertisers, year after year.

KNX • 50,000 WATTS • LOS ANGELES

Owned and operated by the Columbia Broadcasting System • Represented by Radio Sales: New York, Chicago, St. Louis, Charlotte and San Francisco

POWERED TO SELL

where there's power to buy . . .



Sugar ration applications tell a sweet story for Pacific Coast advertisers.

They indicate that in the Coast's metropolitan districts population has increased 12% since the 1940 census. Studies based on U. S. Department of Commerce figures show retail sales in these populous markets leaping 26% in the same period.

So the Golden West is richer than ever before . . . and it is also vastly different. Its gold now is industrial, with increasing thousands in well-paid jobs. And efficient advertisers are concentrating where the bulk of the sales will be made — in the bonanza *metropolitan districts.*

Network radio is the effective way to concentrate that advertising. For network radio's power is most intense within these metropolitan districts. It reaches the newcomers quickly, before their living and buying habits are set, while it continues to cover the well-established and settled. At no additional cost network radio blankets the families in faraway communities, too, as no other single medium can.

Columbia-Pacific is the efficient way to sell the West Coast. Every one of the Coast's metropolitan districts is within the *intensive* primary coverage area of a Columbia-Pacific station. The concentration of *power* goes where the concentration of *sales* will be found.

Ask the nearest Radio Sales office for information about the *new* Columbia-Pacific station setup. More than ever, it's the way to cover the golden empire of the West.

COLUMBIA PACIFIC NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM • Palace Hotel, San Francisco; Columbia Square, Los Angeles • Represented nationally by Radio Sales: New York, Chicago, St. Louis, Charlotte

XLVIII. CENSUS OF RADIO HOMES IN THE STATE OF PENNSYLVANIA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	10,194	84.0	8,561	1,656	94.8	1,570	5,116	86.0	4,399	3,422	75.7	2,592
Allegheny	360,094	95.2	342,860	307,009	95.6	293,400	48,481	93.7	45,435	4,604	87.4	4,025
Armstrong	20,098	86.8	17,447	6,249	95.2	5,951	9,938	86.2	8,571	3,911	74.8	2,925
Beaver	38,832	91.9	35,681	25,915	93.2	24,154	10,049	91.5	9,198	2,868	81.2	2,329
Bedford	10,188	75.9	7,738	920	94.6	870	5,814	76.2	4,433	3,454	70.5	2,435
Berks	63,692	93.5	59,579	39,365	96.2	37,882	17,752	92.3	16,381	6,575	80.9	5,316
Blair	36,284	92.7	33,624	26,707	95.3	25,456	7,352	87.2	6,414	2,225	78.8	1,754
Bradford	13,936	84.3	11,741	4,441	93.5	4,152	4,324	82.8	3,580	5,171	77.5	4,009
Bucks	28,112	94.1	26,447	8,241	96.9	7,984	13,805	94.8	13,088	6,066	88.6	5,375
Butler	22,225	88.6	19,696	6,464	96.3	6,222	10,117	88.4	8,946	5,644	80.2	4,528
Cambria	48,512	89.5	43,438	27,538	92.9	25,589	17,829	87.2	15,554	3,145	73.0	2,295
Cameron	1,872	89.5	1,676	1,116	91.3	1,019	608	87.6	533	148	83.8	124
Carbon	14,780	94.1	13,903	9,246	96.8	8,955	4,781	91.1	4,356	753	78.7	592
Centre	13,271	87.1	11,564	4,386	96.5	4,232	6,516	83.8	5,463	2,369	78.9	1,869
Chester	33,046	90.4	29,885	13,797	94.1	12,989	12,099	89.9	10,874	7,150	84.2	6,022
Clarion	9,730	81.3	7,906	1,023	96.1	983	5,742	83.6	4,802	2,965	71.5	2,121
Clearfield	22,657	85.2	19,299	6,548	94.0	6,155	11,881	83.5	9,918	4,228	76.3	3,226
Clinton	8,904	88.0	7,835	3,890	93.7	3,643	4,074	85.7	3,492	940	74.5	700
Columbia	13,565	88.1	11,944	6,349	93.8	5,954	4,702	86.9	4,087	2,514	75.7	1,903
Crawford	19,966	87.8	17,530	7,912	94.1	7,443	5,786	90.5	5,238	6,268	77.4	4,849
Cumberland	20,419	90.4	18,439	10,820	94.4	10,211	6,499	89.1	5,790	3,100	78.6	2,438
Dauphin	46,572	94.4	43,978	32,959	96.3	31,739	11,100	92.6	10,275	2,513	78.2	1,964
Delaware	80,057	97.2	77,840	60,505	97.6	59,047	18,125	96.3	17,456	1,427	93.7	1,337
Elk	8,066	90.5	7,302	4,534	96.0	4,354	2,702	86.1	2,326	830	75.0	622
Erie	48,010	93.4	44,849	35,721	95.4	34,064	7,251	93.1	6,753	5,038	80.0	4,032
Fayette	47,902	86.4	41,407	12,957	92.4	11,976	30,910	85.3	26,378	4,035	75.7	3,053
Forest	1,558	79.2	1,234	....	....	....	1,151	83.6	962	407	66.9	272
Franklin	17,766	84.2	14,972	8,029	94.1	7,554	5,392	79.8	4,303	4,345	71.7	3,115
Fulton	2,614	77.0	2,013	....	....	....	942	82.0	773	1,672	74.1	1,240
Greene	10,944	80.8	8,846	1,447	94.3	1,364	6,174	83.2	5,136	3,323	70.6	2,346
Huntingdon	10,405	81.3	8,460	3,303	92.4	3,051	5,106	78.7	4,016	1,996	69.8	1,393
Indiana	19,221	84.8	16,298	4,853	95.6	4,641	9,923	84.3	8,369	4,445	74.0	3,288
Jefferson	13,571	85.5	11,603	5,399	92.8	5,008	5,141	83.0	4,267	3,031	76.8	2,328
Juniata	3,979	75.8	3,016	....	....	....	2,357	80.0	1,885	1,622	69.8	1,131
Lackawanna	72,374	93.5	67,682	65,437	94.0	61,512	5,049	90.6	4,575	1,888	84.5	1,595
Lancaster	55,376	86.7	48,007	26,250	94.3	24,745	19,200	86.9	16,692	9,926	66.2	6,570
Lawrence	24,797	92.1	22,847	15,488	94.2	14,588	6,573	91.4	6,008	2,736	82.3	2,251
Lebanon	19,028	91.2	17,350	9,664	95.0	9,178	6,795	90.3	6,135	2,569	79.3	2,037
Lehigh	45,563	95.1	43,317	34,495	97.1	33,493	8,439	91.4	7,711	2,629	80.4	2,113
Luzerne	102,117	93.6	95,546	78,208	94.9	74,235	20,918	90.9	19,017	2,991	76.7	2,294
Lycoming	25,704	90.2	23,181	17,344	94.2	16,341	5,292	85.4	4,520	3,068	75.6	2,320
McKean	15,212	91.4	13,914	6,671	94.8	6,326	6,910	90.8	6,275	1,631	80.5	1,313
Mercer	25,771	91.6	3,612	15,229	95.7	14,568	5,875	90.3	5,306	4,667	80.1	3,738
Mifflin	10,908	84.6	9,234	4,457	93.3	4,159	5,135	83.5	4,289	1,316	59.7	786
Monroe	8,079	89.1	7,194	3,562	95.3	3,396	2,911	86.7	2,524	1,606	79.3	1,274
Montgomery	71,142	96.4	68,553	46,610	97.4	45,416	20,335	95.5	19,416	4,197	88.7	3,721
Montour	3,468	84.9	2,950	2,018	92.3	1,863	667	79.4	530	783	71.1	557
Northampton	43,312	94.8	41,060	31,382	96.3	30,219	8,709	92.7	8,071	3,221	86.0	2,770
Northumberland	31,632	90.8	28,732	18,325	94.4	17,292	11,074	88.2	9,772	2,233	74.7	1,668
Perry	6,208	82.0	5,093	....	....	....	3,999	86.8	3,470	2,209	73.5	1,623
Philadelphia	506,980	96.2	487,635	506,980	96.2	487,635	....	....	....	....	....	....
Pike	2,314	84.5	1,955	....	....	....	1,732	87.3	1,511	582	76.2	444
Potter	5,068	79.7	4,038	895	92.6	828	2,438	79.9	1,947	1,735	72.8	1,263
Schuylkill	53,621	90.6	48,604	31,304	93.7	29,332	19,625	88.4	17,348	2,692	71.5	1,924
Snyder	5,348	79.8	4,269	865	95.0	821	2,593	82.6	2,143	1,890	69.1	1,305
Somerset	20,423	82.1	16,761	4,429	93.4	4,136	11,648	81.2	9,462	4,346	72.8	3,163
Sullivan	1,927	76.1	1,467	....	....	....	1,168	77.5	906	759	73.9	561
Susquehanna	9,025	82.9	7,480	1,828	93.3	1,705	3,574	86.0	3,072	3,623	74.6	2,703
Tioga	9,671	83.5	8,072	1,124	94.8	1,066	5,103	83.7	4,271	3,444	79.4	2,735
Union	4,909	87.4	4,292	1,129	94.8	1,071	2,631	87.2	2,294	1,149	80.7	927
Venango	16,277	88.0	14,335	8,456	93.8	7,935	5,087	86.9	4,420	2,734	72.4	1,980
Warren	11,105	86.6	9,628	4,295	95.6	4,105	4,556	86.4	3,937	2,254	70.4	1,586
Washington	52,333	89.7	46,949	22,756	94.2	21,436	24,662	88.1	21,737	4,915	76.8	3,776
Wayne	7,785	85.3	6,642	1,720	95.1	1,635	2,895	87.0	2,517	3,170	78.6	2,490
Westmoreland	74,215	90.0	67,467	37,581	94.6	35,566	30,984	88.4	27,379	5,650	80.0	4,522
Wyoming	4,538	81.9	3,714	....	....	....	2,710	84.8	2,299	1,828	77.4	1,415
York	48,252	90.8	43,789	23,332	95.3	22,240	16,515	90.5	14,948	8,405	78.5	6,601
State Total	2,515,524	92.4	2,323,980	1,711,133	95.5	1,634,454	595,341	88.7	527,953	209,050	77.3	161,573

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Aliquippa	6,195	89.5	5,543
Allentown[1]	25,320	97.0	24,560
Altoona	21,361	95.4	20,380
Bethlehem	14,898	96.5	14,377
Chester	14,834	94.1	13,956
Easton	9,383	95.9	8,999
Erie	30,721	95.9	29,469
Harrisburg	23,764	96.9	23,030
Haverford[1]	7,405	99.0	7,331
Hazleton	8,879	95.7	8,495
Johnstown	16,305	93.0	15,170
Lancaster	16,955	94.3	15,984
Lebanon	7,384	94.7	6,993
Lower Marion[1]	9,714	98.6	9,580
McKeesport	14,271	94.8	13,530
New Castle	12,722	93.6	11,912
Norristown	8,421	96.8	8,148
Philadelphia	506,980	96.2	487,635
Pittsburgh	175,163	95.2	166,761
Reading	29,798	95.8	28,534
Scranton	35,631	95.1	33,895
Sharon	6,561	97.4	6,389
Upper Darby[1]	16,093	99.0	15,960
Washington	6,993	94.3	6,593
Wilkes-Barre	20,361	94.9	19,330
Wilkinsburg	8,705	98.6	8,580
Williamsport	12,434	93.8	11,663
York	15,833	95.2	15,070

[1] Townships; Urban by Special Rule.

For effective yet economical coverage of Greater Philadelphia

WPEN

with 5000 watts on 950 kc. is your outstanding advertising value

Member of the Atlantic Coast Net

STATE RADIO CENSUS TABLES

Previously Released by U. S. Census Bureau
With Dates of Publication in BROADCASTING

New Hampshire—March 16
Vermont—March 16
Nevada—March 16
Wyoming—April 13
Montana—May 11
Idaho—May 11
Maine—May 25
Arizona—June 1
Delaware—June 1
North Dakota—June 8
Utah—June 8
New Mexico—June 15
Nebraska—June 15
Oklahoma—June 15
Mississippi—June 22
Colorado—June 29
Tennessee—June 29
Iowa—June 29
Rhode Island—June 29
South Dakota—June 29
Oregon—July 6
North Carolina—July 6
Louisiana—July 6
Maryland—July 6
West Virginia—July 6
Minnesota—July 6
Georgia—July 6
Kansas—July 6
Arkansas—July 6
Connecticut—July 6
Massachusetts—July 13
Missouri—July 13
District of Columbia—July 13
Alabama—July 13
Kentucky—July 13
Florida—July 13
South Carolina—July 20
Indiana—July 20
New Jersey—July 20
Wisconsin—July 20
Virginia—July 20
Washington—July 20
Texas—July 27
Michigan—Aug. 3
Ohio—Aug. 10
Illinois, Aug. 17

NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

For Pennsylvania census report, see page 28; California, page 26. Report on New York, concluding the series, will be published next week. See also ad on page 45.

Ontario Station Moves

CFLC, Prescott, Ont., is moving its entire transmitter plant and studios to Brockville, Ont., 15 miles west of Prescott on Lake Ontario. The station, off the air for a few weeks, is expected to be on the air again at its new location before Sept. 1.

WILLIAM C. Whittemore Jr., formerly with Lehn & Fink Products Co., New York, and previously with Howard H. Wilson Co., station representative, has joined Headley-Reed Co., station representative, as senior solicitor in the New York office.

Radio Sells!

MANAGER Harben Daniel of WSAV, Savannah, has always believed in the pulling power of radio advertising, but he no longer feels the slightest doubt. After WSAV aired a series of plugs recruiting manpower for Government agencies, his secretary took a job with the Navy; Announcer Ray Muller joined the Civil Air Patrol; Announcer Ganus Scarborough went with the Office of War Information. WSAV had already given eight men to the armed services.

NBC in Australia

MARKING the first time that NBC shows will be broadcast locally over stations operated by the Australian Radio Commission, arrangements have been completed which will allow the Commission to air NBC's leading sustaining shows from scripts supplied by the network. First shipment of scripts included selections from *Let's Fight, We Believe* and *Hot Copy*, all chosen with the entertainment needs of American troops in view. Groundwork for the plan was laid during a trip to Australia in 1940 by C. L. Menser, NBC vice-president in charge of programs. A number of NBC's commercial programs are shortwaved to Australia regularly.

AMERICA'S LEADING FOREIGN LANGUAGE STATION

DO you know that approximately $250,000,000 is spent yearly for daily necessities in the Metropolitan Area by 550,000* Poles?

DON'T let anybody tell you that there is a more thorough or efficient way to reach this market than by our Polish hours.

MUST you have more definite proof than the fact that 14 of our advertisers have used these hours for 73** years.

* U. S. 1940 Census Figures — ** Details on Request

1480 Kilocycles — Full Time Operation

WHOM

JOSEPH LANG, Gen. Mgr.

Tel.—Plaza 3-4204 — 29 West 57th Street, N.Y.C.

52% of PITTSBURGH STORES RESTAURANTS and SHOPS

Keep their radios tuned to WCAE*

A new daytime survey of DRUGGISTS . . . GROCERS . . . TOBACCONISTS . . . BARBERS and RESTAURATEURS (Metropolitan Pittsburgh) shows WCAE *tuned in more* than *all* 4 other Pittsburgh stations *combined!*

WCAE	52%
STATION B	21%
STATION C	12%
STATION D	11%
STATION E	4%

If you need that extra "push" at the Point of Sale, tell it to the Trade—*and* the customer—on their favorite station.

*Survey details on request

EXTRA PUSH at the POINT of SALE } WCAE PITTSBURGH

THE KATZ AGENCY

5000 WATTS
1250 K. C.

NEW YORK—CHICAGO—DETROIT—ATLANTA
KANSAS CITY—DALLAS—SAN FRANCISCO

MUTUAL BROADCASTING SYSTEM

Purely PROGRAMS

A DOLLAR BET has been placed on the outcome of a shortwave NBC show for America's fighting forces, featuring oldtime popular novelty records, such as "Music Goes Round and Round" and "Where Do You Work-a John". Titled *Cobweb Specials*, the show is the brainchild of Frank Nesbitt, chief of the International Division's English section, who insists it will be a hit, while other NBC staff members claim that "nobody wants to listen to that stuff." Soldier-listeners will be asked to express their opinions, to determine the fate of the show, to be aired weekly, starting Sept. 2.

* * *

Woman's Affair

WITH THE THEME "war is a woman's affair," a program emphasizing women's work in the war effort is aired on WSBA, York, Pa., under the title, *Don't Listen, Men.* Show includes women's news commentary by Saralee Deane, a shopper's column, Hollywood news, food and diet tips, "music to scrub by", health hints and a "victory quiz."

Defense Tales

WITH a real Texas Ranger, W. E. Naylor, acting as narrator and m.c., WFAA, Dallas, and the Texas Quality Network present a weekly series *Texans On the Alert*, stories about the activities of civilian defense groups. Each script tells dramatic episodes in the work of a particular service: aircraft warning, wardens, fire fighting and others.

* * *

Dawn at Camp

FOR THE early risers at Army camps, WABC, New York, has started a six-weekly program of recorded music titled *Reveille Sweetheart*, with Miss Lois January, stage star, as m.c. Miss January, who is heard 5:30-6:30 a.m., will also visit camps to entertain the soldiers.

College News

FOR COLLEGE MEN in the armed forces, NBC will shortwave a weekly roundup of campus news in cooperation with leading American institutions of higher learning. Titled *Campus Comments*, the program will be aired over WRCA, WNBI, NBC shortwave stations, and WBOS, Boston - Springfield shortwave station, at two different times each Wednesday, starting Sept. 2.

* * *

Hit Show Repeats

REPEATS of evening programs such as *Treasury Star Parade*, and *You Can't Do Business With Hitler*, are broadcast on *World News For Workers*, afternoon program on WSBA, York, Pa. The show is designed for convenience of workers on twilight and night shifts.

Looking Upward

ENDORSED by the Fourth Fighter Command, and dramatizing true adventures of civilian observers of the West Coast Aircraft Warning Service, a weekly half-hour program titled *Eyes Aloft* was launched Aug. 17 on NBC Pacific Coast stations, Monday, 6-6:30 p.m. (PWT). Gayne Whitman is narrator, with Gordon Jenkins, musical director. Robert L. Redd is writer of the series. Each week during the broadcast, ten volunteers are awarded a 500-hour Citation Medal by Army officers. NBC, as a special feature, also presents an *Eyes Aloft* gold trophy to an observation post or filter center for outstanding service performed. With announcements of the award, trophy is rushed by special messenger and plane to that post.

* * *

The Feminine Front

A NUMBER OF WOMEN from the province of Quebec who are doing exceptional jobs on the factory and institutional front are being interviewed at the Canadian Broadcasting Corp. studios at Montreal in the new weekly program *Women On the Job*. Elise Bercovitch asks the questions and some of her guests are parachute packers, an employe at Air Force House in Montreal, a packer of Red Cross parcels destined for prisoners of war, an overhead crane worker.

* * *

Anti-Boredom

IN THE BELIEF that the boys in the service are in constant need of recreation, Announcer Bill Baldwin of KGO, San Francisco, conducted a "Bundles for Boredom" drive on the air during *Platter Party*. Thousands of games, puzzles, books, magazines and phonograph records poured into the station. The Red Cross officially thanked him. Pictured here are (l to r): Lorraine Nelson; Baldwin; Mrs. William A. Roth, San Francisco regional director of the Red Cross; Mrs. John Le Soiné; Mrs. Andrew Simpson.

* * *

France, Poland Honored

FRANCE and Poland before the invasion are recalled in a program aired on WBNX, New York, in behalf of the War Bond and Stamp campaign under the title *I Know a Pleasant Land*. Series is presented twice weekly, once in French and once in Polish, and is directed primarily at the station's large French audience.

For News of the World
Chicago Listeners Tune to WGN

"What Chicago station do you most frequently listen to for news?"

In answer to this question men and women in Chicago gave WGN more first choices than any two other Chicago stations combined. Not only in Chicago, but thruout the middlewest, WGN's news broadcasts are considered outstanding.

The regular WGN news broadcasts are at 8:00 am, 11:30 am, 2:00 pm, 6:30 pm, 8:15 pm, and 10:30 pm.

The only news broadcasts now available to sponsors are on Monday, Wednesday, Friday and Sunday at 10:30 pm.

A Clear Channel Station

50,000 Watts *720 Kilocycles*

WGN

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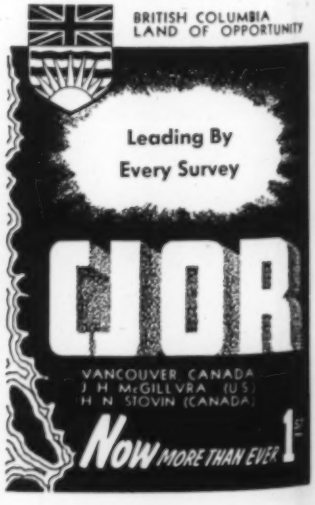
EASTERN SALES OFFICE: 230 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.



Women's Roundtable

GIGANTIC ROUNDTABLE with more than 100 women giving their ideas on home management and favorite recipes will be held on *Pantry Patter*, daily half-hour program on WAIT, Chicago, to be resumed in September after a summer layoff. The program originates in various meeting halls of women's organizations while the groups meet at cooperative dinners given by Harry Folkerth, food authority, to advertise food products served. Radio sponsorship is cooperative and not necessarily connected with manufacturers cooperating in giving the dinners.

* * *

Back Home

CIVILIAN side of war is the subject of *On the Homefront*, four-weekly half-hour feature of WFAS, White Plains, N. Y. Offering messages pertaining to the war effort, including salvage, Red Cross, War Bond, and conservation messages interspersed with music, *On the Homefront* is the civilian counterpart of WFAS's *Marching With America*, which is devoted to announcements on behalf of the armed forces.

* * *

Genius

NEW QUIZ show, *You Are a Genius*, on KGO, San Francisco, Cal., features four contests, the fourth runoff among the winners of the previous three. Conducted by Art Linkletter, famous in San Francisco for "Man in The Street" broadcasts, the show is heard weekly on Friday, 8:30 p.m. Prizes include cash, and tickets to dances at the Claremont Hotel. The program is sponsored by Remar Baking Co., Oakland, thru Sidney Garfinkel Agency, and includes a weekly chat on foods by Kathleen Jensen, Remar hostess.

* * *

Books for Kiddies

UNCLE DON, who conducts a children's program on WOR, New York, has inaugurated reviews of children's books as a feature of one of the series' outstanding sustaining broadcasts each week. Feature became a permanent part of the program following enthusiastic response to a review of *Victory March* authored by Walt Disney, movie cartoonist.

* * *

Service Talent

SERVICEMEN stationed in Atlantic City include many professionals and experienced entertainers, so WBAB, Atlantic City, has started a weekly series of variety shows titled *Service Men's Revue*. An all-soldier show on Thursday evenings, the program is broadcast before visual audience from the Hippodrome Theatre of Hamid's Million Dollar Pier.

* * *

Stamp for the Boy

ALMA KITCHELL, who conducts *Meet Your Neighbor* thrice-weekly on BLUE, will launch a drive to enlist the mothers of service men in the sale of War Savings stamps on her program, starting Sept. 2. "A stamp a day for the son who's away," is the slogan for the campaign, the idea originating with Miss Kitchell herself, who has a son in service. Mrs. Henry Morgenthau Jr., wife of the secretary of the Treasury, will take part in the initial broadcast.

KMA is "edited" for FARMERS—not the "horsy" set!

● **In many ways, people out here in the KMA area are just about the same as their city cousins.**

But when it comes to radio, KMA listeners have decidedly different needs and wants. Yes, they like a lot of the good network shows—and get the best of the Blue. But they *also* want plenty of farm news, market reports, household helps, information on seasonal farm problems, etc.

That's why KMA devotes 13½ hours daily to *local* programming. And that's why the 1,939,062 farm and small-town people in our primary area are so loyal, so responsive (532,120 pieces of commercial mail last year!).

The whole, amazing story is in our latest market data brochure. *Send for your copy today!*

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Keep 'Em Spouting

ALL SORTS of wild-eyed stories have been going the rounds as to what is going to happen to broadcasting because of the tube and equipment shortage. The more ridiculous rumors, such as arbitrary silencing of all stations except clear channel outlets, have fallen of their own weight. There is reason for concern over the more plausible "inside" about impending sharp reductions of power and early curfews—stories that have been distorted and confused, and which peg radio as a sort of homeless war-waif.

The facts are plain to broadcasters. There is no doubt about the shortage of critical materials, but that isn't peculiar to radio. It's just as tough to get a rubber roller or a counting meter for a printing press as it is a tube or condenser for a transmitter. But as yet we haven't heard of any newspapers or stations that have been forced to quit because they couldn't get the necessary equipment.

Plans are being evolved jointly by the War Production Board and the Board of War Communications to develop an overall industry "conservation" project. It calls for voluntary belt-tightening, to make existing equipment and stocks last as long as possible. But it doesn't cover any such far-fetched idea as to take tubes or equipment away from existing outlets and divert them to others which may be regarded as more "necessary" in the war effort.

As far as we are aware, there hasn't been any thought in responsible quarters to enforced silencing of any stations, large or small, to conserve equipment. It is recognized that a 250-watt independent in an area not receiving primary service from outside stations is more important in the war effort than a 50,000-watter in a metropolitan area that now receives a multiplicity of signals. The suggestion is made by one independent that it would "pay the Government to subsidize, if necessary" the smaller outlets so situated, and sentiment here is disposed to favor that.

There is the suggestion, however, that stations in remote, outlying areas, which feel they can't stand the gaff and which do not provide the *only* signal, be permitted *voluntarily* to suspend operation, without prejudice to their return when the readjustment is possible. Moreover, there is the thought that stations duplicating service in the same area be permitted to share the broadcast day, on their own respective frequencies, so there will be continuous service with minimum expenditure of manpower and overhead.

The most persistent report, used to put radio on the hot seat, is that the Government may decree that all stations quit operation at a given hour, to conserve everything—inferring that time will be "rationed". The fact is the suggestion has been advanced that stations sign off, maybe at midnight, except for those keys designated for national defense purposes, which would maintain only stand-bys. A majority of the stations sign off at midnight anyway. In the major markets, there are 24-hour stations, and there is demand for such round-the-clock operation in heavily populated defense factory areas.

The effort is to have every station get the most out of every piece of equipment. It is analogous to the tire situation. Once the industry shows it has cooperated all down the line, the job of getting from WPB allotments of materials to replenish stocks will be much simplified. Nothing yet suggested would deprive the public of any essential overall service or forcibly result in impairment of industry operations.

BWC-FCC Chairman James Lawrence Fly has gone out of his way to dispel these horrendous stories about the broadcasting structure folding up overnight. He has commended the industry for the "big job" it is doing in the war effort. He has worked closely with Frank H. McIntosh, WPB's chief of civilian radio, who brought to the Government a practical industry viewpoint on station operations, acquired from his years as an engineering executive.

Soon now a tangible, definite plan will be outlined for industry conservation. Its keystone will be *voluntary* cooperation. Stockpiles are at rock bottom. If this plan, or some quickly contrived modification of it doesn't work, those tall, irresponsible stories of dire things may become more than mere rumor.

Hush-Hush

DOROTHY THOMPSON, who plumps for an Office of Psychological Warfare in her syndicated column of Aug. 17, evidently isn't aware that Bill Donovan's Office of the Coordinator of Information no longer exists, having been absorbed early in July, partly into the Army and largely into the Office of War Information.

But she does make a cogent point when she complains of the hush-hush policy originally instituted by Col. Donovan and his shortwave chief, Robert Sherwood, the playwright, the latter now heading the overseas operations of OWI, including the shortwaves. Every newspaperman attempting to report on the shortwave operations will attest to her plaint: "What are we telling our enemies? What are we offering our allies? What line are we taking? What purpose do we hope to accomplish? What evidence is there of any success?"

"We know," she continues, remarking that she herself broadcasts every week via the shortwaves without any visible evidence of results, "that hundreds of scripts are being written, day in and day out. By whom? Do you know? Does anyone know? Does the President know?

"Now here is one branch of warfare that can be a military secret only to us. It is, by its nature, no secret to our enemies. A large part of it is directly designed for their consumption. The rest they can get from their listening posts . . . "

We do know that the output of our eagerly cooperating shortwave stations is enormous. Whether it is properly coordinated, reaches the right places at the right hours, carries the sort of stuff our allies, our boys in the trenches and our enemies should hear—this we do not know. The whole shortwave setup needs an overhauling, perhaps of personnel, perhaps of material. One of the finest pieces of constructive criticism—putting to shame the hush-hush policy—was carried in the May 18 BROADCASTING, an article by Wells (Ted) Church, written when he was in London as a consultant to the BBC. We hope to publish more such material, in the interests of the psychological war effort, in the near future.

The RADIO BOOK SHELF

THE STATE of the Nazi home front as a result of reverses in Russia is the theme of *Last Train From Berlin*, book by Howard K. Smith, former UP correspondent in Berlin and representative of CBS in that city and in Berne, Switzerland. The book will be published Sept. 8 by Alfred A. Knopf ($2.75). Mr. Smith, who served as assistant to CBS Correspondent in Berlin Harry W. Flannery, was transferred to the Berne post. He crossed the border into Switzerland Dec. 7, 1941, the last American correspondent to leave Germany a free man.

HARRY L. FLANNERY was news analyst at KMOX, St. Louis, in the fall of 1940 and then suddenly he found himself on his way to Berlin to replace William L. Shirer as the CBS representative there. In *Assignment to Berlin* [Alfred A. Knopf, New York, $3], he tells the story of his year in the Nazi war capital, describing in considerable detail the things that made up his life, from his interviews with P. G. Wodehouse and Max Schmeling to his struggles to get a good cup of coffee for breakfast.

SELECTIONS from over a million questions submitted during the past eight months by newsreel theater-goers and answered by H. V. Kaltenborn, NBC commentator, in his weekly Embassy Theatres newsreel, will be published in book form Sept. 21 by E. P. Dutton Co., New York. The book will be titled *Kaltenborn Edits the War News* and will include war maps prepared by the commentator. The first edition of 25,000 copies is already sold, according to the publishers. The volume will be available in cloth at $1 and in a paper cover at 25 cents.

We Pay Our Respects To —

CHARLES MAXWELL ROBERTSON JR.

IF YOU WERE to ask "Chip" Robertson if there is anything unusual about his career as an agency radio director, he would probably reply: "Oh, I'm just about average, I guess. I'm 39, married and have two kids. I'm a Sunday golfer. I like to take color pictures, and I like to hunt. I fly when I travel. The radio shows I handle have been on the air for several years, so they're doing all right."

But if you examine the record, you soon will see that Chip Robertson is anything but average. You should go back to his collegiate days, when he organized the first dramatic group at Miami U, Ohio, producing musical and variety shows, and you ought to go back to 1914, too, when he built one of the first wireless sets in Cincinnati.

From there it isn't hard to put two and two together, and picture Chip in radio, which is exactly where he landed, in charge of radio production for the Ralph H. Jones Co., Cincinnati and New York agency, in 1930. Now after 12 years with Jones, Chip Robertson is the biggest year-round spot radio timebuyer in the United States.

From the moment he joined the Jones company, Chip's life as an agency radio director has been jam-packed with radio names and shows that make any seasoned veteran of the art conjure up visions of the Good Old Days.

Back in 1930, for example, he produced what was probably the first variety musical and dramatic show which used people who eventually became radio "greats". There were Jane Froman, the Mills Brothers, Ramona, Norman Cordon, Casper Reardon, Gene Paul King, Bob Brown, and the show—the *Heatrola Town Gang* on WLW.

Then, of course, there was the *House Warmer's Quartet* in 1931, one of the early recorded shows. In those days the majority of stations had no facilities for playing 33⅓ platters, so for them the show was recorded on three five-minute records at 78 rpm. *House Warmers* was a 26-station feature, which was a big spot schedule in those days, too.

Chip's entry into the list of really big time radio users came with the advent into radio of the Kroger Grocery & Baking Co., as one of the most successful users of spot radio. Kroger went on the air in 1935 with a show called *Hot Dates in History* for Kroger Hot Dated Coffee. It was a recorded show heard on 12 stations, and was the forerunner to such historical shows as *Cavalcade of America* and the scores of other programs that since have dramatized every phase of history.

Then there was another first for Chip in 1935 when he produced *House of a Thousand Eyes*, a half-hour musical variety show that was one of the first recorded series to use well-known radio personalities—names like Rudy Vallee, Lanny Ross, Dick Powell, Frances Langford, Bob Burns and many others.

One of the outstanding characteristics of the shows Chip Robertson produces is their tremendous staying power. *Linda's First Love*, for example, first went on the air for Kroger in February, 1937. Currently, episode No. 1,426 is being broadcast over 27 stations. It started on 15 stations.

Having had a taste of success with daily daytime serials, Chip Robertson added another show for Kroger in February, 1938—*Mary Foster, The Editor's Daughter*. Episode No. 1,156 is currently on the air over a total of 26 stations.

Latest Kroger show to hit the airwaves shows again the Robertson touch in getting a new twist to a familiar technique. This show is *Hearts in Harmony* which started in March, 1941 and is now in its 341st episode on 23 stations.

And the final answer—so far as Kroger is concerned—on their three highly successful shows, is the fact that in audience rating they are safely ahead of 75% of all daytime shows on the air.

Chip doesn't try to kid himself about the reasons for the success of the Kroger shows. "We believe in realism in all our programs," he says. "I am pretty sure that we were one of the first daytime serial users to inject the war theme into our scripts. The networks at that time were not accepting war themes, on the basis that the daytime serials should furnish 'escape' from constant talk of war. It seemed to me, on the contrary, that circumvention of the war not only made it appear our writers and our company didn't know what was going on in the world, but also made it appear we were unwilling to accept a serious obligation to make our programs perform a useful function so far as cooperation with the war effort is concerned.

"Consequently we started talking about the war many months ago, and the reaction on the part of listeners indicates that they're not so interested in 'escape' programming as we might think. We honestly believe that in listening to our programs our audience is given a measure of consolation for its own broken homes, absent sweethearts, and all the attendant worries of total war."

In still another respect Chip Robertson's work in agency radio is far from average. He not only knows how to sell groceries, but he can double for the coal man, too. One of his most successful shows is *Hermit's Cave*, a half-hour weekly whodunit? for Carter Coal. *Hermit's Cave* back on, first heard on the air Sept. 12, 1937, has now run a total of 338 episodes on 18 stations. To dip back into his story again for a moment, Chip also has to his credit a show called *Hello, Peggy*. After a successful test run, *Hello, Peggy* went on a network for Drano and Windex.

Chip Robertson's use of spot radio hasn't been confined to programs alone. He has exploited one minute recorded spots with singular success. For example, throughout the East and Middle West listeners who hear "Yipee, Yipo, It's Ten-B-Low" are hearing his spots —spots that, in their second year, are selling the product faster than the manufacturer can deliver it to retailers, despite a size increase and price rise.

Other spot announcement successes range from Nu-Maid Margerine to Alexander Hamilton correspondence courses.

Soft spoken and mild of manner, Chip Robertson might well be described physically as a former Big Ten football player. His apparently deliberate and leisurely method of doing things is deceptive. He has a way of quietly going about the job in an unobtrusive manner—because of this, his popularity is genuine.

At home, Chip rates far above average, too. His wife was charming Mary Alice Kimmel of Greenville, O., whom he met in college. Their children are Mary Alice, 9, and Ann, 7. He "takes it big" as a father, and devotes all the time he can to doing things with his children. If there is a circus in town, and a job he ought to do the same day, it doesn't take a second guess to know which gets the nod, for he's such a human guy.

Personal NOTES

CHESTER E. HARING, formerly director of research of Hooper-Holmes Inc., New York, has joined the George S. Armstrong Co., New York, industrial engineers and management consultants. Mr. Haring will be in charge of market research.

HOWARD FREEMAN, formerly San Francisco and Los Angeles newspaperman, has been appointed head of the Southern California-Arizona news and radio division of the Office of War Information. Freeman has been acting in that capacity since OWI was created.

SIDNEY N. STROTZ, NBC western division vice-president, is currently in New York for conferences with Niles Trammell, network president.

JESS JONES, account executive has been elevated to sales manager of KTMS, Santa Barbara, Cal.

SLOCUM CHAPIN, formerly of the New York sales office of Howard H. Wilson Co., station representative, has replaced Gordon Lloyd in the sales department of WJZ, New York.

DICK ELPERS, network salesman of CBS-Chicago and staff member of WBBM for the past 12 years, has been inducted into the Army.

JAMES W. BEACH, for 12 years with the *Chicago Herald American* advertising department, and Roy Miller, advertising salesman of *Popular Science* and before that salesman of the Chicago Elevated Adv. Co., have joined the sales staff of WJJD, Chicago.

ED CUNNINGHAM, local sales traffic manager of NBC-Chicago, is the father of a son.

J. H. JOHNSTON, formerly assistant advertising manager of the Minneapolis *Morning Tribune*, has joined the sales staff of WLOL, Minneapolis.

LOU SIMON, account executive of KYA, San Francisco, has resigned to join the San Francisco office of Allied Adv. Agencies.

HARRY MURDOCK, formerly of the *Evening Public Ledger*, has joined the staff of WCAU, Philadelphia, as assistant director of publicity and station promotion.

PAUL E. CROWLEY, West Coast general manager of Columbia Recording Corp., has resigned his Hollywood post to assume a defense industry position in San Francisco.

EDWIN BUCKALEW, Pacific Coast stations relations director of CBS, is on a three-week tour of Northwest affiliates.

ALLEN T. RISELY has been named purchasing agent and payroll master of KHJ, Hollywood. He succeeds Herbert Smith, recently inducted into the Army.

ROGER GREIG, commercial department of Canadian Broadcasting Corp., Toronto, has joined the Royal Canadian Navy with rank of ship's writer.

BEHIND the MIKE

HOLLISTER NOBLE, CBS West Coast publicity director, has resigned effective Sept. 22 to join the Marines as a commissioned officer. Bob Laning has also resigned from the network's Hollywood publicity staff to join the Coast Guard as yeoman, third class. Jean Meredith, new to radio, has taken over Laning's former duties.

JOHNNY JOHNSTONE, New York BLUE director of news and special events, was in Hollywood during mid-August for conferences with Clete Roberts, western head of that department.

FRANCES WHITE, new to radio, is conducting *Four Star Bazaar*, women's participation program on KOY, Phoenix.

NELSON CASE, announcer of NBC's *Johnny Presents*, has been promoted to the post of flight commander, Civilian Air Patrol.

BOB HANSON has resigned as staff announcer of WTMJ, Milwaukee, to become research engineer at Globe Union.

GROVER COBB, of KSAL, Salina, Kan., expects to become a flying cadet in the Naval Air Corps, about Sept. 1.

DORIS WATTS, known for seven years to listeners in Western Ontario as "A Lady Called Anne", has joined the staff of CFPL, London, as an announcer and continuity writer.

LEE SMITH formerly of WSUI, Iowa City, and WSRR, Stamford, Conn., has joined the announcing staff of WFAS, White Plains, N. Y. Ray Simms, formerly of WFAS, has joined WOV, New York.

EDGAR C. DEFFENBAUGH, production manager of WJPF, Herrin, Ill., will join WSOY, Decatur, Ill., Sept. 1.

HAL TOZIER, announcer of WTMJ-W55M, Milwaukee, is the father of a baby boy.

BOB GARRED, newscaster of CBS, Hollywood, has enlisted in the Navy as lieutenant (j.g.), and is awaiting orders.

RUSH HUGHES, son of novelist Rupert Hughes, has inaugurated a new program of popular recorded music and backstage gossip on KWK, St. Louis.

MARILOU NEUMAYER, actress of WGN, Chicago, plays the leading role in "Registered Nurse", movie being filmed by the American College of Surgeons to urge enlistments in the nurse corps of the Army.

JOSEPHINE CIOCHETTO has been appointed traffic manager of CKGB, Timmins, Ont., replacing Wanda Wok. Bruce Tremeer, musical director of CKGB, and Roy Hofstetter, salesman of CKGB, have been transferred to CKWS, Kingston, Ont., which is to open early in September.

HERBERT O. MORRISON, formerly of WCAE, Pittsburgh, and winner of the 1937 *Radio Guide* medal for outstanding work in recording an eyewitness description of the Hindenburg disaster, is now a first lieutenant in the Army, stationed at Oklahoma City.

KEN MURRAY, recording librarian of the Canadian Broadcasting Corp., Toronto, has joined the Royal Canadian Air Force.

JAMES BORMANN, acting Chicago bureau chief of PA Inc., is the father of a girl.

BILL HAMILTON, actually a newcomer to radio named Elmer McElreath, has joined the announcing staff of KMBC, Kansas City.

WARD QUAAL, announcer of WGN, Chicago, has reported for Navy Midshipman training at Notre Dame U.

JOE KELLY Jr., son of Joe Kelly, m.c. of the BLUE *Quiz Kids*, has joined the guide staff of NBC-Chicago.

AL HINCKLEY of the junior announcing staff of WKZO, Kalamazoo, Mich., has enlisted in the Army and has been replaced by Joe Hooker of WTCM, Traverse City, Mich.

HARRY WOLLIN, announcer of KTMS, Santa Barbara, Cal., has joined the Marine Corps.

KEN PETERS, program director of KTMS, Santa Barbara, Cal., recently became the father of a girl.

BILL KELSO, known to West Coast listeners for his *Hank, the Night Watchman*, all-night program on KFVD, Los Angeles, has been signed by WNEW, New York, to assist Jack Lescoulie on that station's all-night record show, *Milkman's Matinee*.

ED ABBOTT, formerly producer of WBBM, Chicago, has joined the radio section of the public relations staff of the Army Air Force school in Enid, Okla.

DAVID CONNOR, formerly on the announcing staff of WEED, Rocky Mount, N. C., is now announcer of the *All-Nite Show* of WITH, Baltimore.

MAY KENNEDY McCORD, newspaper columnist and authority on ballads and customs of Missouri's Ozark mountains, is a new personality heard five times weekly on KWK, St. Louis.

DON C. HARVEY, formerly farm service director of KSOO-KELO, Sioux Falls, S. D., and more recently farm editor of KOAM, Pittsburgh, Kan., has joined the Plant Protection Unit of the Kansas Ordnance Plant, Parsons, Kan., for the duration.

Meet the LADIES

KATE EGAN

KATE EGAN, the first woman to become a regular announcer on a Louisville station, will never forget her first day. It was July 1, 1942, and she had settled back comfortably on a chair in Radio Center's studio C, expecting to be an observer of the mechanics of announcing. But she hadn't reckoned with George Patterson, WAVE program director, who turned to her suddenly and said, "Take it, Miss Egan."

She's had it since: News casts, remote shows, hillbilly shows, and what have you on the log. Like any other staff announcer, Miss Egan works regular shifts, and that includes "sign on" at 5:59 a.m.

In addition to regular announcing duties, Miss Egan writes and announces her own fifteen minute show, *Uncle Sam Calling*, addressed to women listeners. The twice-a-week show contains information about women's part in War—food conservation, Red Cross classes and other home front activities.

For COMPLETE COVERAGE in

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it's

The ALABAMA TRIO

Today smart advertisers who want *complete coverage* of Alabama's vast war production market—where payrolls are at their highest peak—are specifying the ALABAMA TRIO. Its power blankets the entire state . . . and you get a 10% reduction, too!

WSGN BIRMINGHAM | **WSFA** MONTGOMERY | **WALA** MOBILE

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and other stations, large and small, coast to coast

Available also to agencies and advertisers. For full details, write

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

ALVIN G. FLANAGAN, formerly assistant director of WRUF, State and University radio station in Gainesville, Fla., has joined the production staff of WOR, New York, replacing Robert Lewis Shayon, now with CBS. Frances Miller replaces Theodora Morgan in the supply department. Miss Morgan has joined WGAC, Augusta, Ga.

DON GODDARD, NBC newscaster, is pinchhitting for NBC commentator John Vandercook, now vacationing in Vermont.

STEVE ELLIS, special events announcer of WPAT, Paterson, N. J., has taken over the sports department, previously handled by Ralph S. Silver, Jr., who also served as publicity and promotion director, prior to induction into the army, Aug. 21.

BILL DEMEY, announcer of WLOK, Lima, O., will join WCSC, Charleston, S. C., effective Sept. 1.

CHICK THOMPSON, formerly with WKBN, Youngstown, has joined the announcing staff of WIBG, Glenside, Pa.

JOHN R. NEWHOUSE, announcer of WENY, New York, has joined WFIL, Philadelphia, succeeding LeRoy Plante, who went to WOL, Washington.

CAROL-JEAN SHEPARD, formerly with the library of RCA-Victor, Camden, has joined WIP, Philadelphia, as record and transcribed music librarian.

HARRY T. MURDOCK, movie and dramatic critic of the *Philadelphia Public Ledger* until the newspaper's demise last January 5, has joined WCAU, Philadelphia, as assistant director of publicity and station promotion.

ARTHUR J. METZLER, formerly in the Mail Room of WOR, New York, has joined WEEU, Reading, Pa., as announcer.

GORDON ANDERSON, announcer-salesman of WBIG, Greensboro, N. C., was married Aug. 11 and Ted Austin, WBIG sportscaster and newscaster, was to be married August 21.

THEODORE MORGAN, of the supply department of WOR, New York, has joined the staff of WGAC, Augusta, Ga.

SAM WOODALL Jr., of WRDW, Augusta, Ga., has joined the announcing staff of WTAR, Norfolk, Va.

CLETE ROBERTS, newscaster and special events man for West Coast stations and director of news and special events of BLUE's Hollywood headquarters, has been assigned to cover the Pacific war theatre on the network's Sunday *Weekly War Journal*.

SUE FOSTER, assistant to Idella Grindley, office manager of NBC eastern production division, has taken over Miss Grindlay's duties, while the latter is on leave as administrative assistant to the Army Air Forces' Chief of Radio, Public Relations.

ROGER PATRICK, formerly of WCBS, Springfield, Ill., and WCLS, Joliet, Ill., has joined the announcing staff of KROS, Clinton, Ia.

CHUCK THOMPSON, formerly an announcer with WEEU, Reading, Pa., and WKBN, Youngstown, O., has joined WIBG, Philadelphia, Pa.

FRANK PONCE, head of the Latin-American division of C. P. MacGregor Co., Hollywood, has joined the Army Air Force.

NORMAN H. WAREMBUD, program manager of WBYN, Brooklyn, is the father of a baby girl.

JIM NEAL has been advanced to chief newscaster of KOME, Tulsa, Okla.

GEORGE CASE, formerly producer of WGN, Chicago, and before that program manager of WCFL, Chicago, has joined the production staff of WBBM, Chicago.

VINCENT HARDING, announcer of KWTO and KGBX, Springfield, Mo., will become a Naval aviation cadet Sept. 7.

ALAN McFEE, announcer of Canadian Broadcasting Corp., Toronto, has joined the Royal Canadian Ordnance Corps.

Holles Heads CBS News

EVERETT R. HOLLES, former cable editor of United Press in New York, has been named news editor of CBS, replacing Matthew Gordon, who has joined the OWI in Washington. Mr Holles has also covered world news abroad and in 1940 accompanied Undersecretary of State Sumner Welles on his mission to Europe as well as to the Inter-American Conference in Rio de Janeiro in January of this year. Lee Otis, formerly news editor of WHK-WCLE, Cleveland, has joined the New York CBS news staff. Ray McCoy, former assistant, succeeds Mr. Otis and Anthony J. Francis, Columbia U Journalism School graduate, has joined WHK-WCLE to fill the vacancy.

ARTHUR MURRAY, announcer of Canadian Broadcasting Corp., Toronto and Ottawa, has joined the Royal Canadian Air Force.

SANDY CAMPBELL, cashier of the Canadian Broadcasting Corp., Toronto, has joined the Canadian Army.

RAY SIMMS, formerly announcer of WCHV, Charlottesville, Va. and of WFAS, White Plains, N. Y., and William Fariss, recently with WCOP, Boston, and WSM, Nashville, have joined the announcing staff of WOV, New York.

THEODORA MORGAN, formerly of the engineering department of WOR, New York, has joined WGAC, Augusta, Ga., to conduct a woman's and a children's program in addition to doing copywriting. Miss Morgan has conducted a woman's program on WJHP, Jacksonville. She is studying for a commercial operator's license.

SYDNEY EIGES, assistant manager of the press department of NBC, on Aug. 13 became the father of a baby girl.

JACK EPPLER, guide of NBC-Chicago, has entered the Navy Air Corps and Robert Oswald and Harry Canfield have entered the Army. New members of the guide staff are Peter Thompson, Kenneth Biehl and Edward Killeen.

BRUCE GRANT has joined the announcing staff of WHB, Kansas City, Mo.

GEORGE BOUCK, new to radio, has joined the announcing staff of CHML, Hamilton, Ont.

The SONG HITS from
Walt Disney's Feature Picture
Bambi
★ Love Is a Song
★ Twitterpated
★ Thumper Song
★ Let's Sing a Gay Little Spring Song
★ Little April Shower
Broadcast Music, Inc.
580 Fifth Avenue
New York City

EXCLUSIVE OUTLET for NBC in ST. LOUIS AREA
KSD
It Is 225 Miles from KSD to the Nearest NBC Station
Since 1935 NBC programs on KSD have led all other St. Louis stations in "Firsts," in 22 nation-wide program popularity polls.
A Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

RAY OVINGTON, formerly announcer of KOIN, Portland, has joined KPAS, Pasadena, Cal.

RUSS JOHNSTON, West Coast program director of CBS, Hollywood, returned to his desk following a month's duty with the Civilian Air Patrol.

BILL ARRINGTON resigned as program director and chief announcer of WGBR, Goldsboro, N. C., to join the Army.

JERRY PIVEN has rejoined the announcing staff of WDRC, Hartford, Conn., from WPEN, Philadelphia.

MEL BURKA, chief announcer and publicity director, and Mort Burgh, announcer of WBLK, Clarksburg, W. Va., have enlisted in the Army Air Force as radio specialists.

JIM RANDOLPH, continuity editor of KVOO, Tulsa, is the father of a son. Robert Baum, bookkeeper at KVOO, recently became father of a daughter.

TOMMY RUSSELL rejoins the announcing staff of WTAG, Worcester, Mass., after working at WKNE, Keene, N. H., and WBRK, Pittsfield, Mass. Tony Randall, former WTAG announcer, is understudying the male lead in Ethel Barrymore's *The Corn Is Green*.

DEL KING, Hollywood network announcer and formerly casting director of Russel M. Seeds Co., Chicago, went to Chicago for induction in the Army.

JOE PARKER, formerly producer of NBC, Hollywood, has been made head of the new radio department of California Shipbuilding Corp., Los Angeles.

BOB LEMOND, Hollywood announcer, has been assigned to the five-weekly quarter-hour CBS *Second Mrs. Burton*, sponsored by General Foods Corp. (Post Bran Flakes). Post was vacated by Hal Sawyer who recently joined the Office of War Information in San Francisco.

NORMA RUDE has been added to the audience mail department of KGO, San Francisco.

JOHN LAURENCE, baritone, formerly of KGO, San Francisco, has joined the Navy.

WINTHROP MARTIN, public relations counsellor, San Francisco, has been engaged to handle all public relations and publicity for KYA, that city.

GENE DALY, formerly publicity director for the State of Indiana and before that of the UP in Indianapolis and Chicago, has joined the news staff of WBBM, Chicago.

BBC RECORDS AWARD
Amarillo Boy's Big Moment
—Sent Over Via Disc—

INTERVIEW with Jimmie Daley, 22-year-old Amarillo, Tex., member of the RAF Eagle Squadron, was broadcast by KGNC, Amarillo, shortly after the local boy had been decorated with the Distinguished Service Cross. Through cooperation of BBC, the program had been transcribed in England, and the record sent to America.

After the broadcast, KGNC presented the record to the pilot's mother. The interview told of Daley's flights over Germany. He has made 72 trips, has three confirmed victories, two probable. Now an RAF Flight Commander, the Amarillo lad had been rejected by the U. S. Army Air Force because of color blindness.

KQV, Pittsburgh, and WHJB, Greensburg, Pa., both owned by H. J. Brennen, have appointed Spot Sales Inc., as exclusive national sales representative.

Cooper Quits at KDKA For News Post at NBC

JOHN M. COOPER, publicity director of KDKA, Pittsburgh, has resigned to join the news and special events departments of NBC in New York, and John F. Murray, formerly of WCAE, Pittsburgh, has been appointed to replace him. Mr. Cooper had been with the Westinghouse Pittsburgh station two years, after serving as news editor of WBZ, Boston. The new publicity director has held similar positions on WJAS and WCAE, Pittsburgh. Besides handling publicity, he will assist in sales promotion.

WRVA's Honor Roll

TWO more members of the WRVA, Richmond, Va., staff took the oath as members of the armed services, bringing to 15 the number from this station serving in the war. Claiming another "first", WRVA's Emily Trevillian, of the reception department, was sworn in as an officer candidate in the WAAC, with Lt. W. H. Hendrix doing the honors, while Lt. Chas. L. Kessler administered the oath as a lieutenant of the Navy to Public Relations Director Walter R. Bishop. Auxiliary Trevillian reports to Des Moines Aug. 24 and Lt. Bishop is due in uniform Sept. 9.

Bartlett Promoted

PROMOTION of Maj. Theodore L. Bartlett to rank of Lieutenant Colonel in the Army Air Force was announced in orders issued this month. Col. Bartlett took indefinite leave from his post as principal legal administrator of the FCC last January and was commissioned a major in the communications branch of the Air Force.

Dickson Joins Marines

JOHN PAUL DICKSON, formerly MBS correspondent in Berlin, who returned to this country recently on the *Drottingholm* after six months internment in Germany, has joined the Marines. He is now awaiting his lieutenant's commission.

IN HONOR of Wynn Wright, recently appointed NBC eastern division production manager, NBC gave a dinner at the "21" Club in New York last Thursday for members of the press. Host was C. L. Menser, NBC vice-president in charge of programs.

"WHERE MUSIC SELLS THE WORLD'S GREATEST MARKET"

"Make Mine Ruppert's!"—Chime in WQXR Listeners

Among WQXR's Regular Clients:

ADLER SHOES
BLOOMINGDALE'S
BOTANY WORSTED MILLS
G & D WINES
GENERAL FOODS CORP.
HELLMAN'S REAL MAYONNAISE
JERGENS-WOODBURY BEAUTY AIDS
METRO-GOLDWYN MAYER FILMS
PEPSI-COLA
RUPPERT BEER
SCHRAFFT'S RESTAURANTS
STROMBERG-CARLSON RADIOS
TWENTIETH CENTURY-FOX FILMS
VENIDA CLEANSING TISSUES & HAIR NETS
VICTOR RECORDS
WARD'S TIPTOP BREAD
WILLIAMS SHAVING PREPARATIONS

IN 1941, our WQXR listener-questionnaire found that only 14.9% of WQXR families were RUPPERT fans. Now in 1942, 24.5% are—and RUPPERT's has risen to FIRST PLACE in brand preference, after only three seasons of regular WQXR advertising!

WQXR is the New York area's only *continuous* source of fine music, day and night. Listeners like to be able to turn on WQXR at almost any hour and hear uninterrupted programs of their favorite good music.

And good music puts listeners into a restful, *receptive* frame of mind to listen to an advertising message! Logical? It must be—because almost without exception, WQXR advertisers *ascend* in listener-preference as they continue their WQXR schedules.

For New York area sales, don't overlook WQXR—"where good music sells the world's richest market." 730 Fifth Avenue, New York. CIrcle 5-5566. (Chicago representatives: The Foreman Company, Wrigley Building.)

NIGHT AND DAY

WQXR

No Penny Pinchers

Winston-Salem wage earners are well paid, are sure of their jobs and spend freely. A campaign on WAIR will convince you that these good people like the good programming of this good station.

WAIR

Winston-Salem, North Carolina

WINCHELL AT TOP IN HOOPER RATING

AGAIN in the lead on the Aug. 15 list of Hooper "First 15" national program ratings is Walter Winchell with a rating of 17.5, followed by Kay Kyser with 13.2, *Mr. District Attorney* with 12.3, and Frank Morgan in fourth place with 11.7. The other 11 top evening programs in the following order are *Information Please, Rudy Vallee, Star Spangled Vaudeville, Take It or Leave It, Music Hall, Your Hit Parade, How'm I Doin'?, Saturday Nite Serenade, Adventures of the Thin Man, Major Bowes* and *One Man's Family.*

Hooper program ratings on the Pacific Coast for the month of July, covering coincidental measurement of audiences west of the Rockies show the following "Top 10" shows: Walter Winchell, Frank Morgan, Kay Kyser, *Take It or Leave It, One Man's Family, Adventures of the Thin Man, Mr. District Attorney, Major Bowes, Richfield Reporter* and *Point Sublime.* Absent on vacation are these shows, which ranked among the "Top 10" in the June Hooper Pacific program ratings: *Bob Hope, Fibber McGee, The Aldrich Family, Burns & Allen* and *Radio Theatre.*

With the August 15 national and July Pacific ratings, Hooper also announced that the "Continuous Radio Use Index" stands at 20.3, up 0.3 from the July 30th report, and up 3.1 from the corresponding report of last year. The "Network Program Audience Index" is 6.5, down 0.2 from fifteen days ago, but up 1.3 from last year. 55 programs showed losses of audience since the July 30th report, 3.9 showed gains, where 7 were unchanged.

Western Canada Group Effects Manager Shifts

F. H. (Tiny) ELPHICKE, of CJRC, Winnipeg, Frank Squires, of CKWX, Vancouver, and Gerry Gaetz, of CKCK, Regina, are changing places as managers of these Western Canada stations effective Sept. 1. Elphicke goes to CKWX, Vancouver; Squires returns to CJCS, Stratford, Ont., and Gaetz goes to CJRC. No successor to Gaetz at CKCK has been announced as yet.

Elphicke's move to Vancouver marks his return to his first hometown in Canada where he came in 1920 from England with his parents. In radio since 1931, he has been a station manager since 1933 at CFAC, Calgary, going from there in 1936 to the Taylor, Pearson & Carson organization to CJCA, Edmonton, and in September, 1940, moving to CJRC, Winnipeg, as manager.

Frank Squires, manager of CKWX, since January, 1941, had previously been manager of CJCS, Stratford, of which he is part owner. Gerry Gaetz was manager of CJOC, Lethbridge, Alta., before going to CKCK, Regina.

'Town Meeting' Shifted

WITH the start of the Coca Cola program *Spotlight Bands* on the BLUE Sept. 21 in the Monday through Saturday 9:30 p.m. spot, the BLUE will shift the Thursday evening broadcasts of *America's Town Meeting of the Air* from 9-9:55 p.m. to 8:30-9 p.m., effective Sept. 24.

Where the Roar of Riveting Hammers Merges With the Whir of Harvesters

★

"Something new has been added" — HUGE INDUSTRIAL PAYROLLS—to the WOW-Land Market.

Now WOW-Land is an embryonic Pittsburgh — plus The Breadbasket of the World — all in one chunk.

Your WOW-Land customers now include both the Iowa farmer who's raising $14.00 hogs, and the Omaha workman who's building bombers for $14.00 a day in wages.

Huge multi-million-dollar plants have sprung up in WOW-Land. These are exactly what WOW-Land has needed to BALANCE the Great Plains market. In happier years to come these huge plants will convert raw materials from WOW-Land farms to consumer goods. The goal of Farm Chemurgy is in sight!

Now is the time to invest advertising dollars in WOW-Land—both for the immediate return—and with an eye to the future. You'll reap a rich harvest in the 276 counties covered by WOW *alone* at a cost less than any combination of stations.

The Only NBC Station in Nebraska

590 Kilocycles
5000 Watts-Day and Night

RADIO STATION WOW ★ Omaha ★

JOHN BLAIR CO., Representatives

John J. Gillin, Jr., Gen'l Manager ★ Owned and Operated by the Woodmen of the World Life Insurance Society

Agencies

NORMAN BLACKBURN, Hollywood publicity director of J. Walter Thompson Co., has been appointed assistant talent buyer and aide to Daniel Danker, Southern California vice-president in charge of radio. Post was vacated on resignation of Paul Richenbacher, who reportedly will join MGM in an executive capacity. Harry Kerr, writer on the weekly CES *Lux Radio Theatre*, has taken over Blackburn's duties.

LESTER SCHROEDER, formerly timebuyer of Compton Adv., New York, and before that of Blackett-Sample-Hummert, New York, on Aug. 10 joined B-S-H, Chicago, as assistant to James J. Neale, timebuyer.

JOHN GUEDEL, writer-producer of NBC *People Are Funny*, sponsored by Brown & Williamson Tobacco Corp., Louisville, and formerly writer of the Hal Roach Studios, has been appointed manager of the Hollywood office of Russel M. Seeds Co.

WILBUR C. JEFFRIES, head of W. C. Jeffries Co., Los Angeles agency, has returned to his desk after conferring with clients in Chicago and Toronto.

PLUMMER WHIPPLE, formerly with N. W. Ayer & Son, Philadelphia, has joined the staff of Earle A. Buckley Org., Philadelphia agency.

WALTER J. WEIR, vice-president and copy chief of Lord & Thomas, New York, has resigned and will not announce his future plans until after he has taken a vacation trip.

RICHARD BARRETT, formerly partner in Sherman K. Ellis & Co., New York, has joined A. & S. Lyons Inc., talent agency, to handle the firm's radio program and talent division in Los Angeles.

C. G. Younggreen

CHARLES G. YOUNGGREEN, 51, executive vice-president of Reincke-Ellis-Younggreen & Finn, Chicago agency, died of a heart ailment Aug. 19 in St. Luke's Hospital, Chicago. Formerly he was publisher of the *Kansas Farmer*. During World War I he was an aviator with both the Royal Flying Corps and the U. S. Army Air Corps.

TOM HARRINGTON, New York vice-president and radio director of Young & Rubicam, has returned to his desk after Hollywood conferences on Fall plans for the weekly NBC *Jack Benny Show*, resuming Oct. 4 under sponsorship of General Foods Corp.

DOUGLAS S. CLARK, former assistant media director of Campbell-Ewald Co. of New York, has been named assistant advertising director of Seagram-Distillers Corp., New York.

BILL LAWRENCE, Hollywood radio director of Pedlar & Ryan Inc., has returned to his desk following New York conferences with agency executives on West Coast originating shows.

HERCHEL WILLIAMS, former vice-president and director of daytime radio programs of Ruthraff & Ryan, New York, has been appointed a captain in the Army.

Printed Questionnaires Bring FTC Complaint

THE Federal Trade Commission has issued complaints against a group of individuals who allegedly are sending out questionnaires which, on the face, appear to come from the Government. The FTC complaints allege information sought from the questionnaires are for use of credit houses in tracing down debtors and that many employers return information sought only because they consider it a Government request.

Respondents named in the complaints are Michel Lipman and Jack Silverman, trading as Chief Statistician and as J. Silverman & Associates, San Francisco, and Leo Greenberg, trading as Bureau of Research, Reclassification Department, Los Angeles. William E. Spicer, Bond Bldg., Washington is named respondent in each complaint. Cards sent out by this group gave the return address of "Chief Statistician, Bond Bldg., Washington". The group has no association with the Government, it was said in the FTC complaints.

Maloney Is Merged In Newell-Emmett

Entries Into Service Lead To Agency Consolidation

T. J. MALONEY Inc., and Newell-Emmett Co., both of New York, last week announced consolidation under the name of Newell-Emmett, with that agency's headquarters serving as offices.

Merger, which took place Aug. 1, had been under consideration for several months in view of the decision of T. J. Maloney, president, to join the Navy. The change had been delayed by a serious automobile accident from which Mr. Maloney has now virtually recovered.

Personnel Moved In

It is expected that Mr. Maloney will become a partner of Newell-Emmett on his return from service and that Frank Gilday, treasurer and account executive of T. J. Maloney Inc., already with the armed forces, will also join the merged firm on his return.

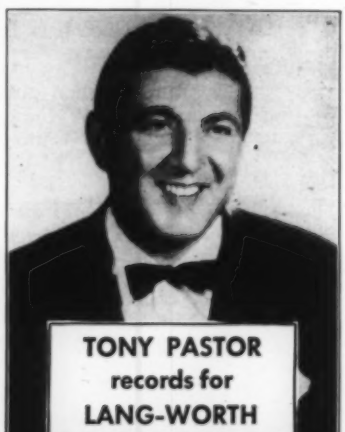
Personnel from the Maloney agency continues to service the Maloney accounts at Newell-Emmett, which include: Sherwin Williams Co., Cleveland (paints); Walter Kidde & Co., Bloomfield, N. J. (fire extinguishers); Rohm & Haas Co., Philadelphia (plastics); Resinous Products & Chemical Co., Philadelphia (chemicals); Wabash Photolamp Corp., Brooklyn (photolamps); Thiokol Corp., Yardville, N. J. (synthetic rubber); Resistoflex Corp., Belleville, N. J. (gloves, tubing, hose, aprons); and Barclay Mfg. Co., New York.

Stan Shaw to WINS

STAN SHAW, formerly m.c. of *Milkman's Matinee* on WNEW, New York, has joined WINS, New York, where he will conduct his first daytime program in conjunction with Don Dunphy, sports announcer. The pair will be heard daily in a four-hour show given over to the sale of War Bonds and Stamps for the Treasury. Shaw will serve as m.c., and recorded music will be used, with Dunphy covering sports and other assignments.

WATSON HUMPHREY, radio director of Russel M. Seeds Co., Chicago, has taken over direction of NBC *Reveille Roundup*, sponsored by Grove Labs. He succeeds Jane Force, who joined WIBA, Madison, Wis.

Let's Look at the RECORD...
RESULTS COUNT MOST
EVERY station we represent has enjoyed a steady, substantial increase in business from the day we took over their national selling problem.
This record of outstanding successful achievement is impressive evidence of our worth as radio station representatives.
WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO



"Doggone! I forgot to include WFDF Flint Michigan on my list."

GERTRUDE M. NYMAN

SINCE she generally signs her correspondence as G. M. Nyman, it is not unusual for Gertrude M. Nyman, space and radio timebuyer of Pacific National Advertising Agency, Seattle, to receive letters addressed to "My dear Mr. Nyman". But she laughs off the resultant confusion.

No newcomer to the radio advertising field is Miss Nyman. As early as 1928, she was buying radio time and one of the first programs on NBC Pacific Coast network, the *Contented Hour*, sponsored by Carnation Co., Milwaukee, was placed by her for that firm. Before radio entered the advertising picture she was an experienced buyer of newspaper and magazine space and is thoroughly familiar with all media.

Miss Nyman joined the Izzard Co. (now Pacific National Adv. Agency) some 22 years ago. Working as office girl, traffic manager and in various other capacities, she has to her credit the longest period of continuous service of any member on that agency's staff, and a background of experience that well qualifies for responsibilities shouldered today.

Following a policy of visiting principal stations across the continent, Miss Nyman has acquainted herself personally with their facilities and commercial departments, thus establishing a reputation of being one of the best informed timebuyers in the West. She has successfully bought time for such well known national and regional accounts as Fisher Flouring Mills Inc., Washington Cooperative Egg & Poultry Assn., Oregon-Washington-California Pear Bureau, Northwest Cherry Bureau, Kirsten Pipe Co., Carnation Co., National Grocery Co., Seattle First National Bank, Hansen Baking Co.

Her recreation is gardening, but once a year she scrapes trowel and spade clean to vacation, and travels across country on a proverbial "radioman's holiday" widening acquaintance in the media field.

Rexall Spots In November

UNITED DRUG Co., Boston (Rexall products) will start its autumn *Rexall Parade of Stars* on behalf of its semi-annual one-cent sale on Nov. 1, following with other discs Nov. 3, 5 and 7, according to Spot Broadcasting, placing for Street & Finney, New York. It was incorrectly stated in the Aug. 10 BROADCASTING that the spots would be carried in September.

Tells AFM Side

RADIO was utilized by J. K. (Spike) Wallace, president of Los Angeles Musicians Mutual Protective Assn., Local 47, to give the AFM side of the current recording-transcription ban, over KPAS, Pasadena, Cal., on Aug. 10 during the program, *Our Daily Bread*, sponsored by the CIO. Defense arguments, according to general opiinon, were as propagandistic as those which union supporters contend have been given by radio and recording interests.

TWO 'E' FIRMS AIR CEREMONY ON BLUE

TWO MORE war plants to buy time on BLUE to broadcast ceremonies in connection with the receipt of the Army-Navy "E" for excellence in production are: Jenkins Bros., Bridgeport, Conn., valve manufacturers, and Gilbert-Barker Mfg. Co., West Springfield, Mass.

Jenkins Bros. aired a half-hour on 45 BLUE stations Aug. 19 in a program featuring addresses by navy, state, city and company officials. Agency for the company is Horton-Noyes, Providence.

The entire network was used Aug. 21 by Gilbert-Barker for a half-hour program of a similar nature. Agency is McCann-Erickson, New York.

These are the fourth and fifth companies to purchase single-time broadcasts on BLUE for award ceremonies [BROADCASTING, Aug. 17, 1942].

AGENCY *Appointments*

MUZAK CORP., New York, wired music company supplying hotels, restaurants, apartment houses, factories and war plants, to Erwin, Wasey & Co., N. Y.

GARRETT Corp., Inglewood, Cal., thru J. Walter Thompson Co., Los Angeles.

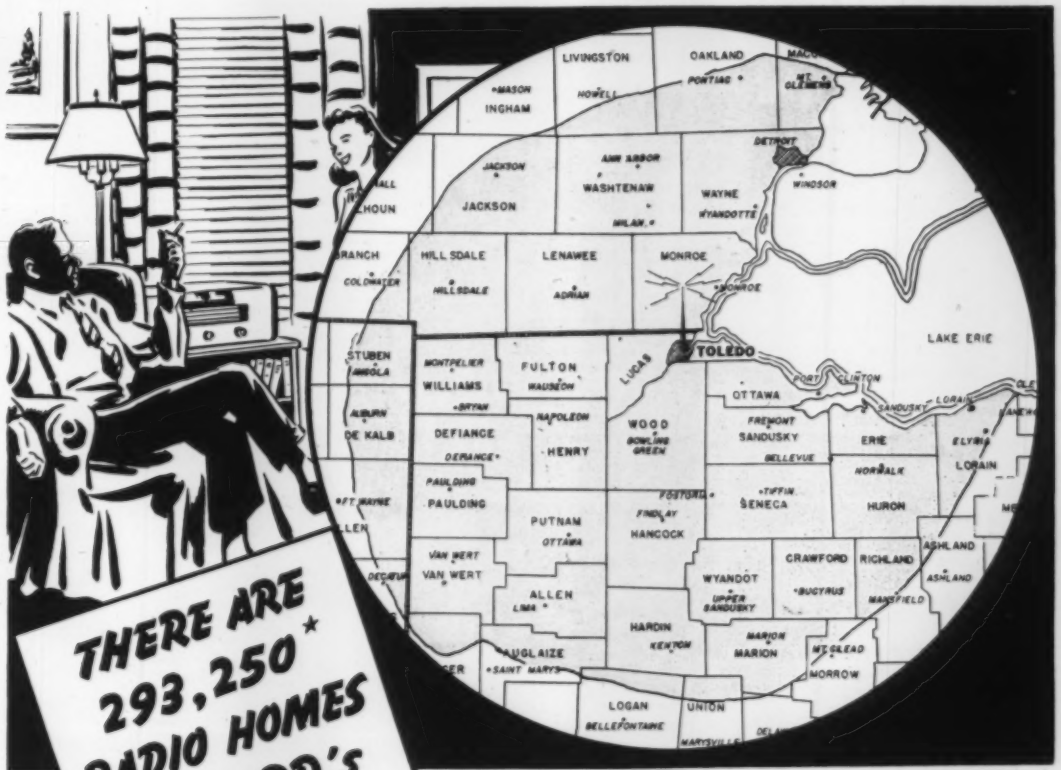
I. V. C. WINERIES, Guasti, Cal. (wine) thru Dan B. Miner Co., Los Angeles. John C. Morse, account executive.

PIERCE'S PROPRIETARIES, Buffalo (Dr. Pierce's Golden Medical Discovery, Dr. Pierce's Favorite Prescription) to Duane Jones Co., New York. Extensive radio campaign starting Oct. 1.

BAYOU STATE OIL Corp., Shreveport, La., to Joe H. Langhammer & Assoc., Shreveport.

Correction

IT WAS incorrectly stated in the Aug. 17 BROADCASTING that the agency handling the Benson & Hedges account on BLUE was Maxon Inc., New York. The agency is Duane Jones Co. New York.



(Daytime map based on measurements by Jansky & Bailey)

★ U. S. Census 1940

92.6% of all homes in this area are equipped with radios to receive WSPD's 18-hr. daily service of listenable local and NBC programs.

WSPD
TOLEDO, OHIO

SINCE 1921 . . . THE VOICE OF TOLEDO

Represented Nationally by KATZ Agency

WHEN YOU SEE *this*—

Only then YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 *per* FAMILY

Compare WTAM for "*cost per listener*". Divide the 15 Minute Daytime Rate of each Cleveland Station by the number of families each claims in its Primary Area. Then, go a step further. Study the *Surveys*. Look at the number of *actual listeners* each Station has, all day, all night, all week. WTAM "adds up". The "*lowest-cost-per-ear*" Station in Cleveland. The first choice of smart network, spot and local time buyers . . . coast to coast.

WTAM
CLEVELAND-OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

in the CONTROL ROOM

RAYMOND E. FULEIHAN, formerly a consulting radio engineer in New York City, has joined the staff of John Barron, Washington consulting engineer.

GEORGE HANNA, formerly engineer of WHBF, Rock Island, Ill., has been commissioned a second lieutenant in the Army Signal Corps at Camp Shelby, Miss.

HOWARD W. COURTNEY and Adrian B. Crossley are recent additions to the control room staff of WKZO, Kalamazoo, Mich.

BOB MONTGOMERY, local resident, has joined the control staff of WBIG, Greensboro, N. C. Harold Smith is now chief control operator.

MATTHEW J. HOFFMAN, formerly with WMAM, Marinette, Wis., and WMI, Lorain, O., has become control operator of WSBA, York, Pa.

HERVEY FRITCH has joined the transmitter engineering staff of KGO, San Francisco, replacing Richard Parks Jr., now a flight lieutenant in the Army Air Force.

MRS. C. E. ANTHONY, formerly of WGTC, Greenville, N. C., has joined WTAR, Norfolk, Va., as control operator and secretary to J. L. Grether, station technical director.

CLARK CASEY, sound effects technician of KNX, Hollywood, has joined the Army and is stationed at Santa Ana, Cal.

JIM ZIMMERMAN, apprentice operator of WIBW, Topeka, is engaged to Louise Pogson of the WIBW secretarial staff.

ANN PACZKOWSKI, now control operator of CHML, Hamilton, Ont., is the first girl technician to be employed by the station.

LOUIS TULCHIN, chief engineer of WBRW, Welch, W. Va., has joined the Army Signal Corps.

SAM COOK and Joe Roeder, both new to radio, have joined KOY, Phoenix, as relief engineers.

W. JOSEPH AUSTEN, engineer of WELI, New Haven, has been commissioned a second lieutenant in the Army Air Force, to be stationed at Maxwell Field, Alabama.

WELLS CHAPIN, engineer of KWK, St. Louis, has been appointed chairman and radio aide of the War Emergency Radio Service Committee of Civilian Defense for the St. Louis area.

ARTHUR SEATON engineer of KSAL, Salina, Kan., is now employed by a construction company erecting an air base near Salina.

Capt. Page to London

CAPT. E. C. PAGE, former partner in the consulting engineering firm of Page & Davis, has been transferred to London and is assigned to headquarters of the Commanding General of United States Forces in Europe. Also at headquarters is Lt. Com. Harry C. Butcher, former CBS vice-president in Washington, who is aide to the Commanding General, Lt. Gen. Dwight Eisenhower.

NELSON ROCKEFELLER, Coordinator of Inter-American Affairs, on Aug. 23 was intermission speaker on the Columbia Broadcasting Symphony concert program 3-4:30 p.m. His topic was "Latin America and the United Nations".

TRYING OUT Army equipment before entering officer's training school of Women's Army Auxiliary Corps at Fort Des Moines seems to be fun for Reva Startzer, who resigned as secretary to Manager Hugh B. Terry of KLZ, Denver, to accept her appointment. Obliging chauffeur is Pvt. Jack Newberry, of Lowry Field, Denver.

Boundy Commissioned

GLENN BOUNDY, chief engineer of the West Virginia Broadcasting Co., who has been directing construction of the new 50,000-watt transmitter of WWVA, Wheeling, was commissioned a first lieutenant in the Army Signal Corps., stationed at Fort Monmouth, N. J. Mr. Boundy is the eleventh member of the WWVA staff to enter the armed forces.

KDKA-AFRA Dicker

AMERICAN Federation of Radio Artists and the management of KDKA Pittsburgh, are negotiating a contract for the station's staff announcers following certification by the National Labor Relations Board of AFRA as collective bargaining agent for the group. NLRB issued its order after a payroll check had shown all eight KDKA staff announcers to be AFRA members.

Merchandising & Promotion

How Advertising Works—Saved the Crop—With Books—Bundles of Beauty—Fair Enough

TO ASCERTAIN the effect of its trade paper advertising in advertising circles as well as get a name for its trade character, a fat lady, WNAX, Yankton, S. D., recently offered $300 in War Bond prizes for the best name submitted for the character.

The contest advertising carried no call letters so contestants had to know where to send their entries —the fat lady being their only clue. Proof that previous ads had been seen and remembered was found in the thousand and more names received, the station reports.

The fat lady is now "Big Aggie" —name submitted by Walt Raschick of Knox Reeves Advertising Inc., Minneapolis. Walt received $150 in War Bonds as first prize. Second prize of $100 in War Bonds went to Edwin R. Veleber of Fuller & Smith & Ross, New York. J. E. Spurrier, advertising manager of the Columbus Dental Mfg. Co., Columbus, O., took the $50 War Bond third prize.

"Big Aggie" will continue in WNAX advertising prepared by Allen & Reynolds Inc., Omaha.

* * *

Signs at Nedicks

VERSATILE six-color, silk-screened display calling attention to *Today's Baseball* broadcasts on WHN, New York, has been placed in each of the 120 refreshment stores of Nedick's, sponsor of the show. It is estimated that the exhibits will be seen by over a half-million patrons each day. Made of heavy cardboard, the display has a removable slide panel, and as the sponsor turns from baseball to other types of programs during the winter, copy on the insertion can be changed accordingly.

* * *

How Crop Was Saved

KVOO, Tulsa, is mailing a letter to timebuyers, agency executives, and station representatives enclosing the Oklahoma A & M *Extension News*, describing in detail how the station was instrumental in saving a $100,000 strawberry crop the Government had purchased for lend-lease shipment. Previously advertised in BROADCASTING, July 27, KVOO has directed movements of pickers through announcements on *Rural Route 1170*, a regular station feature.

Bookstore Displays

COINCIDENT with the drive by Grosset & Dunlap, publishers of *Kitty Foyle*, KQW, San Francisco, has arranged with several local book stores to display counter cards promoting the book, by calling attention to *Stories America Loves*, General Mills' program, which is currently serializing Christopher Morley's *Kitty Foyle*.

* * *

Photo Contest

TO MARK fulltime membership as an MBS affiliate, effective Sept. 15, WHK, Cleveland, is conducting an amateur photographic contest for employes of Mutual stations. Subject matter is limited to broadcasting. First prize is a $50 War Bond.

Fight Series Stunt

CHML, Hamilton, Ont., uses transcriptions of previous fights to publicize the Gillette *Cavalcade of Sports* blow-by-blow boxing series. The control department records the last round of every fight and the records are played as plugs for the next fight broadcast.

* * *

WCKY Contest

CONTEST sponsored by WCKY, Cincinnati, to pick "Miss Greater Cincinnati", on a basis of health, beauty, and talent, shattered house records in the large downtown theater where finalist judging occurred. Winner was Miss Barbara Patterson, 18-year-old model and dancer. With promotion tied closely with the war effort, the 100 girls who took part acted as hostesses for service men at a "Cincinnati Canteen Night", participated in a tableau for "Smokes for Service Men" show which attracted 6,500 persons, and assisted in the sale of War Stamps.

* * *

From the Fair

WLS, Chicago, is taking part in the Wisconsin State Fair in Milwaukee, Aug. 22-28, broadcasting farm and news programs from the WLS-*Prairie Farmer Magazine* tent on the fairgrounds. Check room and picnic tables are furnished for fair visitors in the WLS tent where morning and afternoon stage shows are presented by the Prairie Ramblers and a girl's duo from the cast of the *National Barn Dance*. Opening night attraction of the fair was the broadcast from the fairgrounds of the *National Barn Dance*.

* * *

Lady's Year

CELEBRATING one year on the air, *Your Neighbor Lady* on WNAX, Sioux City, Ia., has offered listeners a booklet of letters, hints and recipes entitled "A Year With Your Neighbor Lady".

SPOT ★ MEMPHIS MEMPHIS FOR SALES

use WREC

FOR COMPLETE COVERAGE

● The Memphis Market is first in the South in total retail sales . . . led every other big city in the country in increase in retail volume for the 12 months ending February 28, 1942—and is still going strong!

WREC

is first in coverage of the South's biggest and best trade area . . . first in listener acceptance . . . first in results.

On your Fall and Winter schedules include MEMPHIS for Sales—Choose WREC for RESULTS

BROADCASTING STATION WREC

C. B. S.—600 Kilocycles—5000 Watts—C. B. S.

Represented nationally by THE KATZ AGENCY

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

(1). The feature boxes of newspaper radio program pages

(2.) The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

KGFW Servicemen

THREE MORE STARS have been added to the "Men-in-Service" Flag of KGFW, Kearney, Neb. Les Cox, program director, and Dave Roberts, salesman, are with the Coast Guard somewhere in California, and Art Kennedy, announcer, is in the Army. New additions are: Dick Behrends, announcer, and Douglas Smith, newscaster and sports announcer. Leonard R. Brown, farm editor, has assumed the duties of program director, and Harold Clark, news announcer, is taking over publicity and continuity.

W39NY, the FM station authorized to the City of New York, was granted an extension Aug. 18 by the FCC, giving it until next Nov. 14 for completion of construction.

Morale Booster

WITH defense workers putting in 12 and more hours a day in their Springfield, Vt., plant, the Fellows Gear Shaper Co. has set up a "Human Relations Division" under Billy B. Van to maintain morale. A special building is being remodeled for the department, and the plant will be wired for day and night up-to-the-minute newscasts and "broadcasts" featuring talent selected from plant executives and personnel, and a 75-piece employe band.

Radio Promotion

(*Continued from page 22*)

the active listening audience in all counties within a station's signal area should be of great use. Many who favored such a map felt it was the best type of map assuming honesty which could be prepared. In addition, it was suggested such a map could apply against a company's specific sales territory.

Census Data

Respondents thought an intensive breakdown of U. S. Census data for the local area would be exceedingly valuable but stations were warned against unnecessary reliance on census information in sections where migration has rendered the material useless.

Another admitted possibility was the monthly indicator of the trend in national spot billings. They generally felt that some of the information is already available but a larger picture is always valuable. The interest in this type of research was not as great as in those already discussed.

Only three men had any specific recommendations for radio station activity during the war. One man reported that his company had not found that local shows occasion deep local interest, as a rule. It was his contention that local stations are seldom as local as a newspaper. To overcome the general ineptness he suggested the use of more local activities to build a larger local audience.

Another respondent cited the excellent response to a popular local program broadcast by a New York station. He felt that similar programs could develop equal interest in other cities. The only other general comment forthcoming was a suggestion that all broadcasters would do well to apply a lighter touch to most presentations since there is an ample abundance of heavy news these days.

HOMER GRIFFITH Co., Hollywood, station representatives, after a lapse of nine months, has been reappointed Pacific Coast representative of KJBS, San Francisco.

DIETARY PROGRAM
Receives Free Promotion From Red Cross Classes

Peggy Cave (left) and Mrs. Shrader

A SPECIAL program, *Nutrition and Your Health* over KSD, St. Louis, claims one of the largest honorary faculties for that type of program. For 100 Red Cross nutrition classes being conducted in the St. Louis area, along with the teachers of the course, are regular listeners and offer program ideas. And even this faculty is supplemented by interested dieticians and nutritionists from nearby Illinois and Missouri.

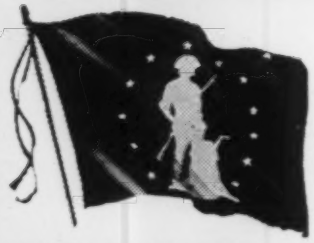
Each Thursday for two months, *Let's Talk It Over*, the regular KSD women's feature, has brought Mrs. Eugenia Shrader, director of the nutrition division of the St. Louis Red Cross, to the microphone to discuss America's aim of keeping healthy, under the title *Nutrition and Your Health*. Scheduled at 5 to 5:15 p.m., (CWT) with an eye to the housewives' week-end shopping, the program is carried out informally, and features ideas contributed by nutrition students along with the nutritionists and dieticians of Missouri and Illinois, who serve as unofficial advisers.

Although informal, the program follows the general outline of the standard Red Cross nutrition course, and inquiries of listeners on nutrition problems are answered on the air or through personal letter by Mrs. Shrader and Miss Cave. Spot announcements over KSD heralded the program during its first weeks on the air. The Red Cross has given two-way aid by featuring announcements of the program before its nutrition classes, and running notices in the St. Louis chapter paper and in the Missouri dieticians journal.

'Shadow' Rights Acquired

DRAMATIC RIGHTS to *The Shadow*, which returns to MBS this fall as a live show, have been acquired from Street & Smith, publishers, by Lew Cantor and Hugh Skelley, producers. Series, which is currently aired on various stations in transcriptions issued by Charles Michelson Inc., New York, will be adapted into a stage play by the producers.

5 Reasons Why



You Should Buy

WAR BONDS

1. By investing in War Bonds you help provide the planes, the tanks, the guns and the ships we must have to survive and conquer.
2. You prove that you are a patriotic American.
3. You aid the morale of our fighting men, by showing them that the entire Nation is behind them.
4. You prove to our enemies that we are a United People.
5. You protect your own financial future, as every $18.75 you invest in a War Bond brings you back $25 in 10 years. You make the world's *safest* investment, by buying a share in the world's most powerful country.

WTCN

BLUE NETWORK MINNEAPOLIS ST. PAUL

Free and Peters, Inc.—National Representatives

New York, Chicago, Detroit, Atlanta, Los Angeles, San Francisco

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to stations and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

Georgia's Most POTENT "Spot Market" DUO

WATL ATLANTA MBS 250W

WRBL COLUMBUS CBS 250W

Represented by SPOT SALES Inc.

Including:

1.
Radio Homes by states, counties and cities

2.
Population by states, counties and cities

3.
Up-to-date standard broadcast station log by states

4.
Retail sales by states, counties and cities

5.
Retail establishments by states, counties and cities

Out September 7th

RADIO CENSUS SUPPLEMENT

published by

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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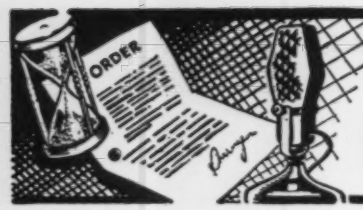
☆ Phone or wire page reservations

☆ Copy deadline August 31st.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFRC, San Francisco

Roma Wine Co., Fresno, 6 *sp* weekly, thru McCann-Erickson, San Francisco.
Roos Bros., San Francisco (chain), weekly *sp*, thru Lord & Thomas, San Francisco.
Acme Breweries, San Francisco, 6 *ta* & 1 *sp* weekly, thru Brisacher, Davis & Staff, San Francisco.
Kilpatrick Bakery, San Francisco (bread), 11 *sa* weekly, thru Emil Reinhardt Adv., Oakland.
Marlin Firearms Co., New York (Marlin blades) 3 *sa* weekly, thru Craven & Hedrick, N. Y.
Shasta Water Co., San Francisco (sparkling water) 3 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.
American Cigarette & Cigar Co., New York (Pall Mall) 30 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

KHJ, Los Angeles

Lyon Van & Storage, Los Angeles (moving, storage), 5 *sa* weekly, thru BBDO, N. Y.
McKesson & Robbins, Bridgeport, Conn., (Soretone) 4 *ta* weekly, thru J. D. Tarcher & Co., N. Y.
Colonial Dames Corp., Los Angeles (cosmetics), 30 *sa*, thru Glasser-Gailey & Co., Los Angeles.
Lomax & Molgaard Co., San Francisco (Dr. Hamilton's dog food), 4 *sa* weekly, thru Frederick Seid Adv. Agency, San Francisco.
Carter Products Inc., New York (liver pills), 5 *ta* weekly, thru Ted Bates Adv. N. Y.

WMAQ, Chicago

McKesson & Robbins, Bridgeport (Bexel vitamin pills), 3 *sp* weekly, 13 weeks, thru J. D. Tarcher & Co., N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, 26 weeks, thru Franklin Bruck Adv. Corp., N. Y.
American Cigarette & Cigar Co., New York (Pall Mall), 120 *ta*, thru Ruthrauff & Ryan, N. Y.
Vick Chemical Co., New York (cough drops), 78 *ta*, thru Morse International, N. Y.

WNEW, New York

American Tobacco Co., New York, (Luckies) 12 *t*, 13 weeks, thru Lord & Thomas, N. Y.
General Baking Co., New York (Bond Bread), 6 *sa* weekly, thru Newell-Emmett, N. Y.
United Institute of Aeronautics, Hoboken, N. J. (trade courses), 4 *t* and 5 *sp* weekly, thru J. R. Kupsick, N. Y.

KDKA, Pittsburgh

Ward Baking Co., New York (Tip Top bread), 5 *sa* weekly, 21 weeks, thru J. Walter Thompson Co., N. Y.
Braun Baking Co., Pittsburgh (bakery goods), 5 *sp* weekly, 13 weeks, thru W. E. Long Co., Chicago.
California Fruit Growers Assn., Los Angeles, 6 *sa*, thru Lord & Thomas, N. Y.
Readers Digest, Pleasantville, N. Y., 39 *ta*, thru BBDO, N. Y.
National Record Mart, Pittsburgh (recordings), 4 *sa* weekly, 52 weeks, thru Wiltman & Pratt, Pittsburgh.
Pittsburgh Sun-Telegraph, Pittsburgh, 24 *sa*, direct.
Curtis Pub. Co., Philadelphia (*Satevepost*), 67 *sa*, thru BBDO, N. Y.
Planters Nut & Chocolate Co., Wilkes-Barre, *sp* weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood.
Firestone & Rubber Co., Akron (tires and tubes), 8 *sa*, thru Sweeney & James Co., Cleveland.
Bucknell University, Lewisburg, Pa. (summer war courses), 1 *sp*, thru Ed. L. Wertheim, N. Y.
Lever Bros., Cambridge (Lifebuoy), 18 *ta*, thru Ruthrauff & Ryan, N. Y.
American Cigarette & Cigar Co., New York (Pall Mall), 36 *sa*, thru Ruthrauff & Ryan, N. Y.
MGM Studios, Los Angeles (*Mrs. Miniver*), 8 *ta*, thru Donahue & Coe, N. Y.
Kasco Mills Inc., Toledo (dog food), 3 *sa* weekly, 13 weeks, thru Sanford Adv. Co., Cleveland.
Bell Telephone Co. of Pennsylvania, Pittsburgh (service), 22 *sa* weekly, 4 weeks, direct.
Ringling Bros. & Barnum & Bailey Combined Shows, New York, *sa*, direct.
Schutter Candy Co., Chicago, 18 *ta* weekly, 13 weeks, thru Roche, Williams & Cunnyngham, Chicago.
American Industries Salvage Committee, 5 *ta*, 2 weeks, thru McCann-Erickson, N. Y.
Marlin Firearms Co., New Haven (razor blades), 4 *ta* weekly, 8 weeks, thru Craven & Hedrick, N. Y.
McKesson & Robbins Inc., Bridgeport (Bexel Vitamin B), 3 *ne* weekly, 13 weeks, thru J. D. Tarcher & Co., N. Y.
Ranger Joe, Chester (Honey Wheat Cereals), 1 *sp* weekly, 26 weeks, thru Clements Co., Philadelphia.
Procter & Gamble Co., Cincinnati (Duz), 2 *sa* weekly, 22 weeks, thru Compton Adv., N. Y.
Simoniz Co., Chicago, 13 *ta*, thru George H. Hartman, Chicago.
Lever Bros, Cambridge (Rinso), *ta* 6 weeks, thru Ruthrauff & Ryan, N. Y.
Sears Roebuck & Co., Pittsburgh, 2 *sa* weekly, 13 weeks, thru Wiltman & Pratt, Pittsburgh.
Vick Chemical Co., New York (Cough drops), 3 *ta* weekly, 26 weeks, thru Morse International, N. Y.
Kerr Glass Corp., Los Angeles, 5 *sa* weekly, 2 weeks, thru Raymond R. Morgan Co., Hollywood.
Rumford Chemical Corp., Rumford, R. I. (baking powder), 2 *sa* weekly, direct.

KFI, Los Angeles

Golden State Co., San Francisco (milk), 32 *ta*, thru Ruthrauff & Ryan, San Francisco.

WHO, Des Moines

Studebaker Corp., South Bend (sales & service), 3 *sp* weekly, 13 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Johnson & Johnson, New York (Band-aid), 5 *sa* weekly, 104 times, thru Ferry-Hanly & Co., N. Y.
Griffin Mfg. Co., New York (shoe polish), 6 *ta* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Vick Chemical Co., Greensboro, N. C. (Vapo-Rub), 3 *sa* weekly, 26 weeks, Morse International, N. Y.

WJZ, New York

Johnson & Johnson, New Brunswick (Red Cross bandages), 10 *sa* weekly, 17 weeks, thru Young & Rubicam, N. Y.
Phillips Packing Co., Cambridge, Md. (soups), 3 *sa* weekly, 26 weeks, thru Aitkin-Kynett Co., Philadelphia.

WROK, Rockford, Ill.

Manhattan Soap Co., New York, (Sweetheart Soap), 5 *sp* weekly, 26 weeks, thru Franklin Bruck Adv. Corp., N. Y.
American Chicle Co., New York (Dentyne) 15 *ta* weekly, 13 weeks, thru Badger & Browning, Boston.

KECA, Los Angeles

Chlorine Solutions Inc., Los Angeles (Hypro), 3 *sp* weekly, thru Barton A. Stebbins Adv., Los Angeles.
Golden State Co., San Francisco (milk), 28 *ta*, thru Ruthrauff & Ryan, San Francisco.

WCFL, Chicago

Studebaker Sales Co., Chicago (used cars), 5 *sp* weekly, 13 weeks, thru Schwimmer & Scott, Chicago.
General Motors Corp., Detroit, 1 *t* weekly, thru Campbell-Ewald, Detroit.

WIND, Gary, Ind.

Ironized Yeast Co., Atlanta, 42 *sa*, thru Ruthrauff & Ryan, N. Y.
Givel Furniture Co., East Chicago, 6 *sa* weekly, 13 weeks, placed direct.

Aid New York Banks

NEW YORK City stations last week made special announcements to assist nine local savings banks in their periodic search for owners of unclaimed deposits, list of which was published in leading New York newspapers. According to Harry D. Adair, president of Metropolitan Adv. Co., New York agency handling the bank's advertising, the stations cooperated in the drive by inserting announcements in regular news broadcasts at varying times on Aug. 18.

ARMY SHOW MUSIC AVAILABLE TO ALL

ALTHOUGH ASCAP has announced that the music from "This Is the Army" will be available for broadcasting by any radio station, whether or not it has an ASCAP license, the Society has not issued a blanket license covering these tunes nor has it withdrawn its requirement that any non-licensee wishing to use the music make written application to ASCAP for the privilege. Stations without ASCAP licenses in addition are restricted to use the music from the Army show only on sustaining programs.

Explaining that the patriotic nature of the music, written and published by Irving Berlin who has turned over his recording royalties to the Army Emergency Relief Fund, is such that ASCAP is encouraging its widest possible use, regardless of licenses, a Society spokesman said the individual requests for non-licensed use were required to protect the broadcaster who has taken out an ASCAP license against unfair competition and to afford ASCAP a means of checking to make sure that the music is used on non-commercial programs only by stations to whom this special permission is given.

Shoe Chain Plans

NATIONAL SHOE STORES, New York, chain comprising more than 70 retail stores, has launched its fall promotion in New York, with the renewal of three programs used last year and the addition of participations on *Bessie Beatty* on WOR, New York. Company continues a weekly quarter-hour of recorded music on WNEW, New York, using Martin Block's *Make Believe Ball Room*, and also renews three quarter-hours weekly on Alan Courtney's recorded show on WOV, as well as daily participations on *Uncle Don's Show* on WOR. Agency is Emil Mogul Co., New York.

New WABC Disc Policy

BREAKING its policy not to air recordings after 9 a.m., WABC, New York, has started a five-weekly show of music and commentaries titled *Personally It's Off the Record*. Each recorded musical number will be introduced by a brief sketch about the tune and its composer, with John Reed King serving as narrator.

Complete coverage, just like the Z NET.

New York-Chicago Reps.—The Walker Company

Adv.

A KXL plug goes places!!

Reps.—Joseph Hershey McGillvra

Adv.

Radio Advertisers

BARNEY'S CLOTHES, New York, (men's clothing), for the tenth consecutive year, has signed a 52-week contract with WNEW, New York. Schedule under the new contract starting in September calls for 49 spot announcements and seven ten-minute musical programs weekly, with Zeke Manners as m.c. Barney's, whose radio slogan is "Calling All Men," started on WNEW when the station began operation and Emil Mogul Co., New York, has handled the account throughout that time.

STANDARD BEVERAGES, San Francisco (Par-T-Pak) has renewed for 13 weeks its program *Sing With Your Favorite Band* conducted by Don Morton on KQW, San Francisco. Agency is Brisacher, Davis & Staff, San Francisco.

GENERAL BAKING Co., New York, Midwest div. (Bond bread), has started daily spot and chainbreak announcements on WBNS, Columbus, O. Schedule of stations to be added in the Southwest and Midwest in the next few weeks has not been announced. Agency is Mitchell-Faust, Chicago.

HARRY SCHOOLER Enterprises, Los Angeles, to promote the weekly defense workers *Swing Shift* dance at Long Beach Civic Auditorium, on Aug. 10 started sponsoring daily participation in Al Jarvis' *Make-Believe-Ballroom* on KFWB, Hollywood. A total of 67 spot announcements per week are also being used on KFVD KFOX KIEV KGFJ KGER. Charles Davis Adv., Los Angeles, has the account.

CONNECTICUT BUS Co., Hartford, is running one-minute transcriptions asking for the public's cooperation in its wartime transportation problems on WELI WSRR WDRC WNLC. Announcements are musical and feature Irene Beasley, songstress. Wilson & Haight, Hartford, placed the account.

DAIRY BELLE CREAMERY, San Francisco, has renewed for 26 weeks *Hospitality House* on KSFO and recently started five-weekly participations in *Woman's Page of the Air* on the station. Agency is Brisacher, Davis & Staff, San Francisco.

LOCAL LOAN Co., Chicago (personal loans), has started sponsorship of a quarter-hour six days weekly of *Record Reveille*, early morning program on WGN, Chicago. Company also sponsors three broadcasts weekly of Bob Elson's *Sports Review*, quarter-hour program six days weekly on WGN. Agency is George H. Hartman Co., Chicago.

CARSON PIRIE SCOTT & Co., Chicago (department store), has renewed *Wishing Well*, quarter-hour program five days weekly on WBBM, Chicago, for 13 weeks, starting the second year of the program. Wade Adv. Agency, Chicago is the agency.

WEST COAST SOAP Co., Oakland, (Powow and White Navy Soap) recently renewed for 13 weeks its weekly *Dial-a-Winner* half-hour program on KJBS, San Francisco, and has started participations five-weekly in *Woman's Page of the Air* on KSFO, San Francisco. Agency is Brisacher, Davis & Staff, San Francisco.

JOHNSON, CARVELL & MURPHY, Los Angeles (Kellogg's ant paste), in a 30-day campaign ending Aug. 31 is using a total of 321 transcribed announcements on five Pacific Coast stations. Account is jointly handled by Elwood J. Robinson Adv. and W. C. Jeffries Co., Los Angeles.

DOWNTOWN BUSINESS MEN'S Assn., Los Angeles, to promote "Back to School Week" sales, in a ten-day campaign ending Aug. 28 is using a total of 50 transcribed dramatized station break announcements on five local stations, KNX KFI KECA KFWB KMPC. Roderick Mays Adv., Los Angeles, has the account.

DELONEY SLEDGE, of the advertising department of Coca Cola Co., Atlanta, in a supervisory capacity, has taken over the duties of advertising manager of the company while Price Gilbert Jr. is on leave with the Coordinator of Inter-American Affairs.

Finance Discs for 40

PERSONAL FINANCE Co., Newark (finance), in a fall campaign starting in late August will utilize a new series of 12 transcribed 50 second announcements featuring Ken Carpenter, Hollywood announcer, on a list of more than 40 stations nationally. With local office tie-in, the series on a varied schedule, is on 9 West Coast stations, KTRB KERN KORE KOVO KTUC KFIO KVAN KMO KSLM. Transcriptions were cut and produced by NBC Hollywood-Radio-Recording Division under joint supervision of Robert P. Scott, West Coast promotion director of the sponsoring firm and Dorothy Stewart, Hollywood manager of Al Paul Lefton Co., agency servicing the account.

MINNESOTA Radio Network, keyed from KSTP, St. Paul, and including KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud, has issued Rate Card No. 5, effective Sept. 1.

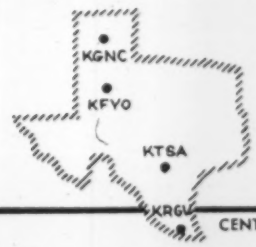
This Lubbock County Cotton Will Bring...

$95.00 PER ACRE!

THERE'S nothing unusual about this cotton field photograph—it's a typical scene this year in the cash-rich KFYO market! The remarkable fact is that cotton farmers in the KFYO area can't miss. Cotton is pegged at $94.25 per bale cash; and a bale or more to the acre is assured—the best crop since 1937. Lubbock County is Texas' number one cotton producer. Then there's money, and lots of it, from oil, from cattle, from a second 4½ million dollar war project (one is already in operation) and from several smaller ones. It's an exceedingly prosperous market, even for war times, of 189,979 people with 30,426 radios tuned in on the area's only station—

IT PAYS TO ADVERTISE ON THE SPOT ...with SPOTS!

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES



KFYO
SERVING TEXAS' FASTEST-GROWING MARKET

THE Texas-Home-Seaweden GROUP
KGNC Amarillo
KFYO Lubbock
KTSA San Antonio
KRGV Weslaco

CENTRAL SALES OFFICE: 805-6 Tower Petroleum Bldg., Dallas, Texas.
Ken L. Sibson, General Sales Mngr.

FEWER PROGRAMS FROM SANTA ANA

FOLLOWING a War Dept. investigation, it is expected that there will be an appreciable decrease in the number of radio shows originating from the West Coast Air Force Training Center at Santa Ana, Cal. Overemphasis has been placed on radio at that base, it was said, and Army officials are reported to have taken full cognizance of the large number of network shows originating from Santa Ana. Col. Arthur I. Ennis, public relations officer of the Army Air Force, Washington, visited the WCAFTC in mid-August on a reported check-up.

First move in an attempt to spread programming over other West Coast Army camps was shift of the weekly CBS *Sgt. Gene Autry Show* to March Field, Riverside, Cal. for the Aug. 9 broadcast and to the network's Hollywood studios on the following Sunday. Move was made despite the fact that Sgt. Autry is stationed at Santa Ana. Further action may include transfer of several commissioned officers identified with radio activities at that air base to other camps, it is generally believed.

Eddie Cantor's Prevue

EDDIE CANTOR, comedian, will be on the air Aug. 28 under unusual circumstances—a radio prevue of a film which has not been made, featuring his life story. Script of a movie to be released by Warner Bros., and written by 14 persons associated with Cantor during the course of his life, will be adapted for radio and aired on the CBS *Philip Morris Playhouse*, with Cantor playing himself. Biow Co., New York, is the Philip Morris agency.

New CBS Shortwavers

TWO RECENT appointments in the shortwave division of CBS are Russ Johns, production chief, and Tony Kraber, general assistant in program operations. Johns, who joined CBS shortwave as announcer and producer in 1941, entered radio in 1938 as announcer-writer-producer for WNYC, New York, after a varied theatrical career. Kraber also came from the stage. Before joining the CBS shortwave division, he served as announcer, narrator and m.c. on the network's television programs.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

PLENTY OF CAKE and refreshments were on hand when KFAC, Los Angeles observed the first birthday of *Lucky Lager Dance Time*, two-hour recorded program broadcast nightly from 10 to 12. Mrs. Ralph Blake, wife of the Lucky Lager sales manager, is sampling, with Don Otis, announcer on her right, Mr. Blake, her left, and Burt C. Granicher, account executive of McCann-Erickson, San Francisco agency. Three smaller cakes went to soldier, sailor and marine, attending the studio dance, whose birthdays were closest to the program's anniversary. That beer bottle on top of the cake is a phoney—merely more pastry.

Strike Threat Seen, AFM Upset

(Continued from page 12)

obligated to rehire its staff orchestra.

The "free flow" provision was understood to be present in contracts of a number of stations, notably those on CBS. It was viewed generally as an iron-clad guarantee and one that the union would have difficulty in combatting unless the Petrillo ban is lifted. Such a provision, it was pointed out, has the effect of nullifying the contract if the union does anything to shut off the station's supply of music, whether live or by transcription or record.

Whether an ultimatum has been served on MBS to withdraw service from stations which have broken relations with their locals, as done several months ago in the case of WSIX, Nashville, could not be ascertained. The subject has been a live one since the Petrillo ban became effective and it developed at least to some extent in the earlier stages of the WCAE negotiations.

Present at the two-day MBS executive committee meeting in New York were W. E. Macfarlane, WGN, president; Theodore C. Streibert, WOR, executive vice-president; Lewis Allen Weiss, Don Lee, West Coast executive vice-president; H. K. Carpenter, WHK-WCLE, and John Shepard 3d, Yankee Network, all board members; Fred Weber, general manager; Edward W. Wood Jr., sales manager.

Should such a strike contingency develop, with a network called upon by the union to drop service to stations, separate court action may be taken.

Attorneys have pointed to the recent decision of the Federal District Court for the Southern District of New York in the Loew's motion picture case, which they regard as a perfect precedent. In this controversy, Loew's Inc. was negotiating a new contract with the motion picture machine operators Local 306 covering the projectionists employed in Loew's theatres in New York. The union asked Loew's not to book their pictures in any theatre which did not employ members of 306.

Loew's Case Cited

Loew's refused and went into court seeking a declaratory judgment. Federal Judge Henry W. Goddard (one of the three judges sitting on the NBC-CBS chain-monopoly case) in handing down the opinion July 23, ruled that if Loew's acted as requested by the union, it would constitute a violation of the Sherman anti-trust law and a conspiracy in restraint of trade. He held the dispute was not a labor controversy but a secondary boycott in reverse.

According to competent legal observers, the facts and the law in the motion picture cases are practically identical. Thus, if AFM wants a network not to serve a station, it is doing the same thing the motion picture union attempted to foist upon Loew's.

Meanwhile, pursuant to suggestions from the Dept. of Justice, both Government and industry groups were moving forward with preparation of evidence and affidavits for the Sept. 16 hearings. The FCC last week-end was analyzing the results of the comprehensive questionnaire sent to all broadcast stations seeking data on the overall music situation [BROADCASTING, Aug. 17].

NAB President Neville Miller and Sydney M. Kaye, NAB and Broadcasters Victory Council attorney in the AFM proceedings, were preparing data for use in the suit. NAB already has announced its intention of intervening as a friend of the court in the Chicago proceedings.

Bennett Assisting

Also gathering data for the case was Andrew W. Bennett, former special assistant to the Attorney General, who handled the Government case in the original ASCAP proceedings, now serving in his capacity as general counsel for National Independent Broadcasters. One of those who attended the Aug. 8 conference with Assistant Attorney General Arnold, and other Anti-Trust Division attorneys, Mr. Bennett, because of his familiarity with the whole field of anti-trust law, was working on station case history aspects of dealings with AFM during the last several years.

The Government, it is reported, will definitely be ready at that time. Assisting Mr. Arnold, in addition to Daniel B. Britt, special assistant to the Attorney General in Chicago, will be Holmes Baldridge, chief of the Litigation Section of the Anti-Trust Division, and Victor O. Waters, special assistant to the Attorney General in charge of the Anti-Trust Division's New Orleans office and an expert in radio and music matters.

First reported loss of station business due to the AFM ban on recordings is the withdrawal of the Procter & Gamble Co. serial, *Against the Storm*, from the 10 stations which were receiving it by transcription. Compton Adv. agency, in charge of the account, reports it tried to comply when Petrillo announced AFM musicians would be allowed to work on transcribed programs if guarantees were received by the union the recordings would be played only once and then destroyed. A request for such permission was immediately made to AFM, but no answer had

...en received. When the two-week supply of transcribed serial installments was exhausted Aug. 14, there was no choice but to stop the recorded broadcasts.

It was explained most P & G transcribed programs have the musical theme on one record and the dialog on another and so can be continued, but in *Against the Storm* the musical and speaking portions of the program are so combined as to make their separation practically impossible. Program, advertising Ivory Soap, continues as a network broadcast on 61 stations, Monday through Friday, 11:30-11:45 a.m.

Failure of AFM to grant permission for continued recording of *Against the Storm*, while giving it to other programs, was considered as odd since this program is unusually war-minded, with its characters involved in the war and its patriotic theme. Furthermore, Petrillo has repeatedly declared the AFM will do all in its power to assist in promoting patriotism and morale.

The union has given World Broadcasting System permission to record General Motors' *Victory Is Our Business* series, broadcast primarily for the company's wartime employes. It has also approved a number of non-commercial patriotic transcribed programs including the patriotic signoff written by Donald Flamm for Freedom House, which has been recorded by Columbia Recording Corp. against a background of "Battle Hymn of the Republic" and "The Star-Spangled Banner."

Some Records Sanctioned

Freedom House is offering these records to any station wishing to use them at $1.25 each, the exact cost of making the disc. Several years ago, when Mr. Flamm, who is now associated with the Office of War Information, was owner and operator of WMCA, New York, he wrote a similar patriotic sign-off for that station which evoked such a favorable response that WMCA is still using it.

With the headquarters executives of the AFM in Chicago last week, there was little activity on the recording situation in New York. Transcription company executives reported their studios busy with non-musical recording and with such musical discs as the union has allowed its members to record. These companies and the networks also reported that the affidavits requested by Mr. Arnold for his use in connection with the hearing on Sept. 16 had either been sent to Mr. Arnold or were in the final stages of preparation.

NBC announced it has resumed its after-midnight pickups of Joe Marshala and his band from Log Cabin Farms, Armonk, N. Y., four times a week, 12:30-12:55 a.m. This band was one of the two remote pickups ordered off NBC last month by Petrillo in an attempt to speed the settlement of a dispute between KSTP, NBC outlet in St. Paul-Minneapolis, and the St. Paul local of AFM.

REVIVING THE CAMERA BUSINESS

Station Becomes Salesman and Purchasing Agent in Developing Unique Merchandising Plan

By WALT DENNIS
KVOO, Tulsa

HE BLAMED Hitler & Co. for it all, but that didn't much help R. N. Masoner, manager of the Tulsa Camera Record Co., local photographic retail outlet for the world's oil capital city, when he suffered volume losses of thousands of dollars—$25,000 annually from one customer alone—because of war shortages.

Mr. Dennis

That's where KVOO stepped in through Program Director Edward C. Coontz with stage counsel and help.

For KVOO, in its advertising for Tulsa Camera Record Co., worked out a scheme whereby the station not only acts as a salesman for Masoner, but turns right around in the same spot announcement and acts as an assistant purchasing agent to get stock in for Masoner to sell.

From Loss to Profit

Translating this remarkable information another way, KVOO, working with Masoner, developed a unique buying and selling business in used equipment in a few weeks which Masoner says:

"Not only wiped out our volume losses, but has actually enabled us to show an increase this year to such an extent that we're adding another balcony to our floor space to handle the stock."

That's not the whole story behind this unusual merchandising plan. It goes back some two years when Masoner, who was sold on radio advertising, tried several types of programs on other stations which produced results which "were not quite what we desired."

"We felt we had not found the right channel for our radio advertising," Masoner said, "until we came to KVOO. Through the medium of an informal, entertaining breakfast show on which we began advertising with spot announcements which Coontz worked out with us our success was immediately noticeable and continuous."

Business got so good that Masoner began adding what he terms "balconies" to give additional floor space which the store's 18-foot ceiling allowed him to do.

Imbued with the Oklahoma pioneer spirit, Coontz and Masoner began plugging photostats and blueprints to the listening audience which items seldom, if ever, had been advertised generally before. As a consequence, notably since Pearl Harbor, Tulsa Camera Record Co. has built up a huge volume of public business in photostating old letters, birth certificates, family Bibles, wills, etc.

It was in the spirit of mutual benefit that Masoner some weeks after Pearl Harbor told Coontz that "we are getting to the point where we have little to sell, but we want to stay on the air. What can we do?"

Having built the business from a one-man organization in 1920 to an outlet now employing 22 persons, the company executives, together with Coontz, utilized native American business ingenuity and found the solution in the wholesale-retail business mentioned above.

Coontz asked the listening audience to bring in any type of camera equipment, photo supplies, and in some cases, supplementary office appliances and equipment such as desk lamps. A fair price is quoted. The author of this article tested it by selling Masoner a camera.

The company puts these articles through a reconditioning department and then they are placed on display for re-sale.

The last word:

"We've maintained a steady and lucrative volume on used material. I am particularly pleased with the type of advertising we have on KVOO, because it is informal and personalized, just like the hobby and, of course, business we cater to. We have considerable comment on the broadcasts and our results via radio far outstrip all newspaper advertising we place," Masoner says.

Got an old camera to sell?

there's a far simpler way

With programs like *It's The Navy, Five Star Final, Goodwill Hour, Americana Quiz* (to mention a few!...with news analysts like Sydney Moseley and Johannes Steel . . . with regular news periods like New York Times bulletins every hour on the hour...WMCA is now making a powerful impression on New York radio listeners.

Offering advertisers their first opportunity to buy, at very low cost, a New York station scheduling impressive, quality programs.

AMERICA'S LEADING INDEPENDENT STATION

wmca

Western Rep.: Virgil Reiter & Co., Chicago

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Branham Company

In Salt Lake City the BIG LISTENING HABIT is this NBC outlet...

KDYL

The POPULAR Station
Salt Lake City

JOHN BLAIR & COMPANY

UTAH'S ONLY NBC STATION

Is Audience Up or Down?

(Continued from page 14)

April, 1942, was but 0.5. The average drop during the preceding five years had been 5.8 from April to May). Our Index in the second May evening report actually advanced as compared with early May in the face of an expected seasonal decline. Our first June Index stood at 26.2, up 1.4 points from June of 1941.

It could be reasonably anticipated that the effect of May 1 Daylight Saving Time elimination, while important to listening in May, should have lost some of its potency by August, however, whereas *our June index revealed listening to be up 5.2% over 1941* (1.3 points above 1941's 24.9), *July was up* 16.8% (3.2 points above the previous year's 19.0) *and the first August index is up* 18.0% (3.1 points above last August's 17.2).

This indicates that if the cause is not the decried gas rationing, some other increasingly constructive force is at work building radio audiences and working hard.

Actually our firm's interest in the subject does not extend to the determination of the cause for the increase. Furthermore, you requested no interpretation of cause. If you accept the above as convincing evidence of an increase, my reply will not be complete without an explanation of the reason behind the alleged decline recorded in the CAB Index. I will, therefore, set forth the procedure by which a statistical process may produce trends which can, if taken seriously, mislead a great industry.

Common sense dictates that a larger proportion of the population will stay home when gas is rationed and that *some* of this increment will listen, thereby swelling the radio audience. Does it apepal to you that the group forced to stay home by tire conservation, gas rationing, dimouts or some other cause may contain fewer radio "fans" than those formerly "at home" habitually?

More Arithmetic

Would you not expect, therefore, that the total of the new "at home" group would increase at a greater rate than the segment of it that "listens"? If your answer is "yes" your are on the track of the explanation. Recourse to simple eighth grade arithmetic will again disclose how the CAB Index can go down *faster* in gas rationed cities than in non-rationed cities (even if listening in gas rationed cities were climbing faster).

Example II: (a) 100 homes are called in none-rationed cities since May 15. 15 are found "not at home", 21 are found listening. Hooper "Sets-in-Use" Index would be 21 (21 ÷ 100 = 21.0%); CAB's would be 24.7 (21 ÷ 100 = 24.7%).

(b) Now call 100 homes in *gas rationed* cities since May 15. Only 10 found "not at home", 22 were found listening. Hooper "Sets-in-Use" Index would be 22.0 (22 ÷ 100 = 22.%): CAB's index would be 24.4 (22 ÷ 90 = 24.4%).

Examples I and II show how CAB's index can go from 25.0 to 24.7 to 24.4 when actually radi... listening per 100 homes is adva... nig from 20% to 21% to 22%.

The manner in which the shif... ing "not at home" factor w... make the divergence in the CA... and Hooper Indexes inevitable w... clearly set forth in our publication... *Variables Causing Inconsistenci... Betewen Day-Part Recall and C... incidental Radio Program Audie... Ratings.* [Published by C. E. Hoo... er, Inc., 1942; M. N. Chappi... PhD., Author]. Anyone aware o... changing living habits who ha... also read this report with cur... could have, therefore, predicted th... action between 1941 and 1942.

Currently the operation of "... at home" and other factors on th... CAB base (which at all times d... stroy the comparability of CA... program ratings with each other... from hour to hour, from day to... day, from one season of the year to... the next and between geographic... areas) have injected themselves in... such a manner as to destroy the... comparability of CAB results from... one year to the next.

C. E. HOOPER
C. E. Hooper Inc.
New York, Aug. 1...

Vallee in Coast Guard

RUDY VALLEE, radio and film... singer-actor, has joined the U. S... Coast Guard as chief petty officer... and is assigned to the Wilming... ton, Cal. operating base as band... master. Vallee was a lieutenant in... the California State Guard until... his enlistment. He will continue... for the time being, his weekly NBC... *Rudy Vallee Show*, sponsored by... Sealtest Inc. (dairy products), ac... cording to Lt. J. H. Snydow of... the Coast Guard. Salary as chief... petty officer will be turned over to... the Coast Guard Welfare Fund... This is the second time Vallee has... entered the country's armed forces... He enlisted in the Navy at the... age of 15, just before World War I... and spent three months in the... service before his age was discov... ered. He was then sent home.

SATISFACTION

LEHIGH
VERTICAL
RADIATORS

LEHIGH STRUCTURAL STEEL CO.

FORT JACKSON'S 50,000 MEN WITHIN 5 MILES

WIS
COLUMBIA, S.C.
560 KC - NBC Network - 5,000 WATTS
FREE & PETERS, Inc. National Representative

RECORDS FOR "Fighting Men" being collected by the mobile bandstand touring the Philadelphia neighborhoods under sponsorship of WCAU, Philadelphia, cooperating with the American Legion's scrap record drive. All the ballyhoo of an old-time minstrel parade attends the station's mobile bandstand, with studio talent presenting a concert to help attract a record-bearing crowd. The station has been collecting up to 10,000 scrap records nightly in this manner since the campaign's start.

Elimination of 1-B From Draft Ranking To Affect Industry Personnel Problem

IN A MOVE last Thursday which undoubtedly will have marked effect on the manpower situation in broadcasting as well as in most other industries, with the possible exception of war plants, Selective Service headquarters announced that I-B classifications for those with minor physical disabilities will be eliminated.

Reclassification from I-B to I-A started last Thursday and Selective Service announced it expected the work to be completed by Jan. 1. Men with "obviously disqualifying defects" will be placed in IV-F —classification for those considered unsuited for any military service.

Limited Service

Action of Selective Service closely followed the recent decision of the Army to induct men with minor physical defects. It was pointed out, however, that inducted men will be assigned by the Army to general or limited military service according to their physical qualifications.

Selective Service, in the same announcement, cautioned local boards that despite the elimination of Class I-B "full consideration" must be given headquarters policies governing deferments for dependency, family relationship and occupation.

Meanwhile, at the War Manpower Commission last week a spokesman said its "essential" occupations list was being given careful and intensive attention but that the many factors entering into classifying an occupation as essential were necesarily holding up release of the list. It is not expected to appear before the middle of September.

At the Board of War Communications it was said its questionnaire asking stations for detailed information on their manpower problems would reach most stations this week. The information received will then be studied by the BWC and recommendations are then expected to be sent to WMC for the latter agency's final consideration of broadcasting occupations for its list of essential communications occupations.

At the same time at WMC it was said revision of its list of essential activiites — an activity being defined by WMC as a business or service encompassing one or more occupations—can be expected each quarter year. Broadcasting was included in this list released by Selective Service July 14 [BROADCASTING, July 20]. It was suggested each revision might eliminate activities and it was warned that if "things get tight" broadcasting might be eliminated from the list. However, it was added that as the war progresses any civilian activity, outside the most vital war production fields, might have limitations on drafting of its manpower withdrawn.

SHEELAH CARTER, sister of Boake Carter, MBS commentator, starts a five-weekly series of news commentaries on MBS Sept. 28 from WHK, Cleveland. Miss Carter has been heard on Mutual pinch-hitting for her brother.

WOR POLICE PUPPY
In Training To Guard The Station's Transmitter

WHEN Lorraine Sherwood on a recent *Going Places* program on WOR, New York, offered to give away four police puppies free, she didn't know one would become an integral part of our defense against saboteurs.

One of the more than 100 phone calls that poured in after the broadcast came from the WOR transmitter in Carteret, N. J., requesting a pup. It will be trained as a watch dog and turned loose nights on the transmitter grounds to give the alarm if a saboteur should try to damage vital and irreplaceable equipment.

In Southern California . . .

A big, concentrated selling job at surprisingly low rates

Soon 10,000 Watts KMPC

LOS ANGELES ★ 710 KC

Affiliated in management with WJR, Detroit, WGAR, Cleveland.
NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

GOSH, BOYS, YOU DON'T NEED GOODLUCK (Ky.)!

Believe us, gents, you can get along without Goodluck, Rabbit Foot or Talisman (Ky.)—and still do big business in this here State! All it takes is the Louisville Trading Area—which accounts for 54% of Kentucky's total retail sales! . . . And all it takes to cover this $400,000,000 market is WAVE—Louisville's lowest-cost-complete-coverage station, and the only NBC outlet for 100 miles around! What more good luck could you ask for than that?

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

WCAO
in Baltimore

CONSISTENTLY
REACHES &
INFLUENCES

the cream of your sales potentials

•
600 KC
•
CBS BASIC
•
5,000 WATTS
DAY & NIGHT
•

Paul H. Raymer Co.
Nat'l Sales Representatives

Network Sales

(*Continued from page 9*)

cam is supposed to be working on a network series for Consolidated Aircraft Corp. and BBDO is said to be preparing a network program for the *Saturday Evening Post*. The Cooperative League of America may likewise make its debut as a network sponsor this fall.

Other advertisers reported to be lining up network programs include: Colgate-Palmolive-Peet (Supersuds); Standard Brands (Royal products and Fleischmann's Yeast); Lady Esther Co.; Campana Sales Co.; Wander Co. (Ovaltine); Brown & Williamson (Bugler tobacco). American Tobacco Co. and Goodyear Rubber Co. are both said to be interested in a radio version of *This Is the Army*, current Broadway success with Irving Berlin music and an all-Army cast.

While those are the cream of the rumor crop, they are as yet not to be counted as definite network accounts, but for those that don't materialize there will undoubtedly be other network shows, as yet unheard of, that will be on the air this winter.

The new discount plans adopted by all four networks that offer extra inducements for use of full-network schedules, will also swell billings for the networks and for their individual affiliates, especially the smaller stations in smaller markets, which this year will share much more than ever before in network revenue .

The Darker Side

On the dark side are the possibilities of further priority restrictions which may remove some sponsors from the network lists, but offsetting that is the increasing interest in institutional or service programs put on by advertisers with nothing to sell at the moment but who want to keep their names alive until after the war when they will return to the manufacture of consumer goods, There is also the possibility that the musicians union restrictions on the manufacture of recordings might lead to a nationwide strike of network musicians, but that is not generally considered as a likelihood.

All in all, things look good.

RICHARD BROOKS, Hollywood writer and narrator of the weekly half-hour BLUE *The Inevitable Mr. Sand*, is currently completing a writing assignment on the Columbia Pictures Corp. film, "Sin Town".

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

CONFUSED was Super-Salesman Al Pearce when Marine Sgt. Toley Tolman turned the tables recently in the studio of KGW-KEX, Portland, Ore., and tried to sell the entertainer on enlisting. Sgt. Tolman is a former KGW-KEX entertainer-announcer.

War Damage Rate Is Given Industry

Plea for Lower Rating Not Granted by Federal Body

FOLLOWING pleas of the NAB for classification of broadcasting facilities to make them eligible for war damage insurance, the War Damage Corp. last week put broadcast studios, transmitter buildings and towers under its Occupancy Code 14.

The NAB had made a plea that broadcast facilities be placed under Codes 4 and 5, which would have called for lower rates but under the War Damage Corp. classification system this was denied. However, it was pointed out that broadcasters could receive credits under Code 14 which would bring the rates down to approximately the level of Code 5.

Following is the WDC's letter:

Your letters of the 3rd of July and 7th of August were considered by the Directors of the War Damage Corporation at a recent meeting and Occupancy Code Classification No. 14, as provided under Regulations "A" of the War Damage Corporation, was re-affirmed.

Communication systems, as such, have been considered as military objectives and consequently commanding the rates appropriate to such a classification. May we draw your attention to modifications which have been bulletined since July 1st as to broadcasting stations housed in office buildings or hotels, or any other class of business. The predominant occupancy by area governs the classification of tenants. Consequently, radio broadcasting equipment within a hotel or mercantile building would enjoy the rates as provided at Occupancy Code 04.

However, where the predominant occupancy would be the broadcasting facility, the rates provided at Code 14 would apply, but in your connection we draw your attention to Memorandum No. 6 issued by the War Damage Corp. to its Fiduciary Agents on July 25th, 1942. Items 13 modifies the original rates as published in connection with Occupancy Code 14 to give effect to construction eligible for Construction Code No. 1 classification. For your reference I attach an excerpt from the Memorandum, quoting in detail the revised ruling.

Consequently, it appears that the objectives sought through your letters of the 3rd of July and 7th of August have been achieved as outlined above."

Power of Prayer

NOT LETTERS of protest from listeners, but power of prayer was urged to raise the current AFM recording ban by Rev. Charles E. Fuller, during his Aug. 2 *Old-Fashioned Revival Hour* on 250 MBS stations. Conceding that musicians may have just cause in case of juke boxes, he declared that a religious program with its single pianist, is a morale builder and should be exempted from the AFM ruling. Besides weekly live MBS broadcast, under sponsorship of Gospel Broadcasting Assn., program is also released via transcription on 200 stations nationally.

Many in Armed Services

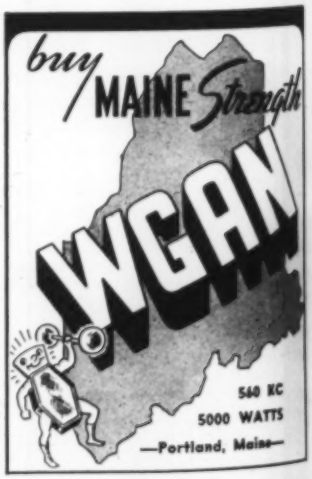
EXACTLY 331 employes of BLUE affiliates are in the armed forces, according to a survey compiled by Keith Kiggins, vice-president in charge of station relations. Results, based on returns from 74 of the 129 outlets, reveal the following distribution of BLUE station members in various branches of the U. S. service: Army, 120; Navy, 61; Coast Guard, 2; undesignated branches, 136. CFCF, Montreal, reports that 12 employes have entered the Canadian forces.

ROGER R. HUNT, manager of the sales staff of KROY, Sacramento, on Aug. 17 joined the newly-formed Golden West Network in San Francisco. He is in sales and special relations. Prior to joining KROY a year-and-a-half ago, Mr. Hunt was for five years with KOIN-KALE, Portland.

PAGE-AND-GUIDE personnel of NBC, lost approximately 10% of its staff members, with the departure of eight for the armed forces, ten days ago. Four of the group have enlisted as Air Force Cadets.

Effie Palmer

EFFIE PALMER, veteran of two decades as a radio dramatic artist, died at her New York home Aug. 19. Recently in *Just Plain Bill*, and *The Story of Mary Marlin*, the NBC actress had participated in more than 1,000 broadcasts since her air debut in 1922. She was the original Aunt Hattie in the old *Soconyland Sketches*, an original member of the *Seth Parker* cast, and appeared on *The Cavalcade of America*, and *The March of Time*. In 1925, Miss Palmer married Ross Coram.



McVane Witnesses Commandos Raid

Gives NBC and BLUE Account Of Dramatic Dieppe Attack

ONLY U. S. radio reporter to cover the Commando raids over Dieppe Wednesday Aug. 19 was John M. McVane, NBC correspondent, according to London reports received via AP. In a seven-minute talk from England, Wednesday, 12:30-12:37 (NYT) McVane gave NBC listeners an eyewitness account of the raid, which he had viewed from a landing-boat, target of a dive-bomber during the attack. An additional report by McVane was broadcast on BLUE that afternoon, 3:24-3:29 p.m.

Although NBC received a cable from London Aug. 14 that McVane would not be available for his regular broadcasts for five days, there were no details at that time to indicate the nature of the reason for the NBC correspondent's absence from the air. On learning Wednesday morning that McVane had been with the commandos and had arrived at an undisclosed port in England, NBC set aside the 12:30 period for his broadcast which went through without a hitch.

McVane's report, chiefly an account of the pyrotechnical aspects of the raid, described the allied air attack as "an invincible canopy of planes" which the enemy defense aircraft could not pierce. He gave a graphic account of the attack and repluse of a dive-bomber on the landing boat on which he was stationed.

CBS broadcast its first eyewitness description of the Dieppe raid at 4:01-4:14 p. m. Wednesday, when it picked up and rebroadcast a BBC shortwave program, which included an eyewitness report by a British correspondent. Naval and air aspects of the attack were presented by this correspondent and another British reporter.

Mutual brought its listeners the story of the raid via regular BBC news programs scheduled during the day.

WRVA WRVA WRVA

COVERS RICHMOND AND NORFOLK VIRGINIA WITH 50,000 WATTS DAY AND NIGHT PLUS COLUMBIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Peabody Award Is Revised to Include Stations as Well as Clears, Networks

RECOGNITION for "meritorious" public service programs will this year be given individual stations, in the George Foster Peabody Radio Awards, under a plan announced last week following a joint meeting of NAB officials and Peabody Advisory Committee members.

It was decided at the meeting, held at NAB Washington headquarters, that awards would be made under six categories with the first two categories solely confined to regional and local stations and participation available to them in the other four. Networks and clear channel stations will also complete under the other four classifications.

Attending tthe meeting were Edward Weeks, Boston, editor of the *Atlantic Monthly;* Neville Miller, NAB president; John E. Drury, dean, Henry W. Grady, School of Journalism, U of Georgia; C. E Arney Jr. and Joseph L. Miller of the NAB.

Last Year's Protests

Strong protest over the awards arose from many quarters last year when all awards went to network programs except for general recognition given international shortwave operations. Critics held that there was a change in midstream from the original purpose of the awards—recognition of all "meritorious public service programs"—and that individual stations had no time to shift and re-prepare entries from the station service aspect to programming—the latter being the basis used in handing out the awards.

Closing date for this year's entries has been set at Dec. 15 and forms may be secured from either NAB offices in Washington or from Dean Drury.

Recognition of error in the awards last year was made in the announcement that "the Peabody awards, as originally set up, were designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry, and to 'perpetuate the memory of George Foster Peabody, benefactor and life trustee of the U of Georgia, and friend of educational progress everywhere'."

It was added this purpose "will be borne in mind in this year's selections" but an effort will be made to "narrow the bases of measurement, both in terms of stations and programs."

Award Categories

The latter statement was defined as meaning that aspects of stations' public service as well as programming would be narrowed down, in the making of the awards, to specific categories.

Following are the six categories under which the awards will be made:

1. That program or series of programs inaugurated and broadcast during 1942 by a regional station which made an outstanding contribution to the walfare of the community the station serves.

2. That programs or series of programs inaugurated and broadcast during 1942 by a local station which made an outstanding contribution to the welfare of the community the station serves.

3. Outstanding reporting of the news

4. Outstanding entertainment in drama.

5. Outstanding entertainment in music.

6. Outstanding educational program.

The awards under reporting, drama, music and education may go to either a station or a network program.

At the NAB, it was said, that the four last awards will also be available to clear channel stations but the first two will be strictly confined to regional and local stations.

Barrett Joins Lyons

RICHARD BARRETT, formerly vice-president of Sherman K. Ellis & Co., New York advertising agency, has joined A & S Lyons Inc., artists service, and is in charge of the firm's Pacific Coast radio division, with headquarters in Beverly Hills, Cal.

Flako Starts Sept. 1

FLAKO PRODUCTS Corp., Milltown, N. J., will use participations on *Dear Imogene* on WOR, New York, in addition to extensive newspaper advertising in a fall campaign starting Sept. 1 for Flako Pie Crust and Flakorn Corn Muffin Mix. Agency is H. B. LeQuatte Inc., New York.

Tormey Named V. P.

JOHN J. TORMEY, account executive of Lord & Thomas, New York, has been appointed a vice-president. Now in his 20th year with the agency, Tormey has handled such accounts as Cities Service, RCA and Schenley Distilleries.

Write, wire or phone about the

5 minute NEWS periods for sale on

WINX

Washington's Own Station

NEWS every hour ON THE HOUR

cover America's greatest market at less cost

National Representatives

E. FOREMAN CO.

New York - Chicago

HOOPER REPORTS

FOR THE FIRST TIME ON

KNOXVILLE, TENNESSEE

Total Coincidental Calls—This Period: 6,432

INDEX	WBIR	A	B	C	D	Others	Calls
8:00 AM-10:00 AM Mon. thru Fri.	25.6	49.5	24.1	0.0	0.0	0.8	1275
10:00 AM-12:00 N Mon. thru Fri.	22.5	62.5	15.0	0.0	0.0	0.0	1263
8:00 AM-12:00 N Mon. thru Fri.	23.7	57.4	18.6	0.0	0.0	0.3	2538
12:00 N-3:00 AM Mon. thru Fri.	42.6	45.2	11.7	0.0	0.0	0.5	956
3:00 PM-6:00 P.M Mon. thru Fri.	24.3	49.6	24.9	0.0	0.0	1.2	958
12:00 N-6:00 PM Mon. thru Fri.	33.9	47.3	17.9	0.0	0.0	0.9	1914
6:00 PM-8:00 PM Sun. thru. Sat.	20.7	44.1	33.8	0.0	0.0	1.4	896
8:00 PM-10:30 PM Sun. thru Sat.	23.0	35.8	36.4	3.0	1.8	0.0	1084
6:00 PM-10:30 PM Sun. thru Sat.	21.9	39.7	35.2	1.9	1.3	0.0	1980

WBIR KNOXVILLE'S 2nd STATION OFFERS THE BEST BUY PER THOUSAND HOMES

Burn-Smith Co. National Reps.

Morning Average 23.7 Afternoon Average 33.9 Evening Average 21.9

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

The Twin Port Cities of
DULUTH-
SUPERIOR
BUY MORE
TOBACCO
than
ATLANTA!
KDAL
Duluth, Minnesota

FOR THE
"World's Best
Coverage of
the World's
Biggest News"
UNITED
PRESS

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

HOW THEY SELL WAR BONDS

Neat Stunts Pulled by Stations to Boost Sale of Federal Indentures

BROADCASTERS continued to report diverse activity in support of War Bond sales and other war-born Government-inspired campaigns during the past week. WOR, New York, announced through its general manager and vice-president, Theodore Streiber, that it will sell war bonds directly over the air. Effective Aug. 17, sales are being promoted through specific programs and personalities in a system of weekly rotation.

To promote its push of bonds, WCPO, Cincinnati, has enlisted 200 local women who have identified themselves as "Minute Maids" employing the emblem of Molly Pitcher standing beside a cannon with a ramrod in her hands. The joint creation of the station and the local RKO theatres, the campaign calls for bond booths in theatres throughout the city where direct sales are consummated. To bolster the drive WCPO conducts a 15-minute program nightly and the theatres are screening trailers regularly

Anything Goes

In Portland, Ore., at KGW-KEX, they originated a *Bond Wagon* program with a new participation twist. Bond buyers may subject any members of the staff to their entertainment whims. A pianist may be asked to sing, a singer to play and on down the staff it may go. According to Arden X. Pangborn, managing director of the station, Vincent F. Callahan, radio director of the Treasury's bond staff, has requested permission to place the program's format in the hands of every station in the country.

In St. Louis KXOK and the Fanchon & Marco Amusement Co., have collaborated to collect scrap metal and rubber. Free admission to any of the company's 31 theatres is granted to anyone bringing scrap; in addition, two Pinto horses will be given to the two children bringing in the largest scrap quantities during the drive. Money from the sale of the scrap will go to the St. Louis USO.

During the month of July, WSB, Atlanta, reports 109 programs for various government agencies for a total of 32 hours and 289 war effort announcements or better than nine each day for a month. The Yankee Network's push on the bond front is being plugged through WNAC, Boston, where personalities are being used to sell. Personalities appear on programs as well as in the bond booth in the lobby of the net's building and in cooperation with the Treasury Dept. at big department stores in Boston.

WNAX, Sioux City-Yankton, extended its front to cover a five-state territory matching city against city on a competitive basis. Staff members are divided into two teams and listeners are urged to send their orders to one or the other. The losing team captain must pull the winner in a red wagon through the main streets of the city from which come the greatest per capita sales.

State Officials Help

Special events staff of KSL, Salt Lake City, transported a complete section of the Cole Bros. Circus to the reception center of Ft. Douglas, Utah, for a one-hour program to promote the sale of bonds and stamps. Cooperation of state and local officials aided the appeal.

Kasper-Gordon Inc., Boston transcription makers, have offered to organize an "I Tip With War Stamps" club, a non-profit organization operated by Charles H. George, for use by members of the radio industry. Earlier, BROADCASTING reported that Ed Craney, manager of KGIR, Butte, Mont., had already started such a plan.

WCKY, Cincinnati, continues to aid its city's drive with regular broadcasts from the U.S.S. Victory, model ship used to attract bond buyers. In addition the station has set up a p.a. system to attract passersby.

WKZO, Grand Rapids-Kalamazoo, conducts a daily noon-hour five-minute program from a Victory booth in a Grand Rapids department store. The store is cooperating in airing interviews and actual bond sales with Henry Bosch as m.c. KONO, San Antonio, devotes *Cowboy Roundup* to the bond drive since its sponsor has gone off the air as a result of priorities. Instead of seeking another sponsor the program is devoted to the interest of bonds.

Staff Salesmen

WEW, St. Louis U station, has appointed every staffer a salesman. Each member of the staff make personal appeals and listeners are invited to visit the studios and buy bonds from them directly.

A booth, patterned after the M-3 tank, provides the bond counter for WMBD, Peoria and a local bank which is serving as issuing agent. Open six days a week the booth will have station personalities in the Victory Tank at announced times.

KOA, Denver, broadcast Aug. 16 a stroke-by-stroke account of a golf match between Bing Crosby and Bob Hope who teamed respectively with Pros Lawson Little and Ed Dudley. In addition, the two radio lights teamed in a special broadcast to sell bonds which produced a total sale of $27,500.

Personality Appeal

Highly personalized drive will be conducted by WEAF, New York, assigning announcers and artists to regular service periods at a booth on the mezzanine floor of the studios, where bonds and stamps will be sold. Studio audiences will be urged to buy there, and at portable booths located outside studio rooms. Listeners will be asked to write or phone their orders to the specific personality whose request they heard.

A five-point project for bond sales is in effect at WJZ, New York, featuring a Victory Bond buggy in the city streets, from which broadcasts are made. A penny-postcard drive, a "telepledge" campaign and various special features and stunts are included in the plan, in addition to on-the-spot broadcasts from rallies organized in conjunction with business assn's. Station has purchased ten thousand tickets for the premiere of the third edition of "Icecapades" at Madison Square Garden, Sept. 4. WJZ personalities will sell bonds in nearby department stores, and these bonds will serve as admission tickets to the ice show. Still in the process of organization are the plans of WABC, New York.

FOR THE ARMY Capt. Hal Roach, formerly assistant director of CBS publicity, is now producing the net show starring Sgt. Gene Autry (r). Both men are attached to the Army Air Forces which have taken over the program as a donation from William Wrigley Jr. Co., New York, sponsor. Agency is J. Walter Thompson Co., New York.

Conover Pinch-Hits

HUGH CONOVER, who joined the New York announcing staff of CBS several months ago, replaced Arthur Godfrey on *Sun Dial* on WABC, New York, while the latter takes a two-week vacation, starting Aug. 17. Program is cooperatively sponsored. Godfrey's afternoon program *Victory Begins at Home* thrice-weekly show on CBS will be conducted by staff announcers during his absence.

WPTF
NOW
50,000 WATTS
RALEIGH, in the Center of North Carolina
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Ancient Copyright Act to Stay Because of War, Mills Predicts

Foresees American Leadership in Culture After End of Present Conflict; Clash of Interests

ALTHOUGH the Copyright Law has long been outmoded and should be changed, "there is very little chance for serious consideration by Congress of any amendments to the Copyright Law so long as Congress is preoccupied with problems arising from the war," E. C. Mills told BROADCASTING last week, his first week of active duty in his new position of general manager of the Songwriters' Protective Assn. "Nor," he added, "would we ask for it in such times."

Cultural Leadership

A top executive of ASCAP for more than 20 years, during which time he played a major role in the Society's dealings with the broadcasting industry, Mr. Mills severed his connection with ASCAP early last month and shortly afterwards agreed to join the song writers organization [BROADCASTING, July 13, Aug. 3].

In discussing the post-war copyright situation, in the United States —which he believes will then be the cultural leader of the world and lead in copyright reform—he predicted a possible clash of interest between the song writers, as creators of music, and the broadcasters, as users of music.

"However," he stated, "their interests are primarily the same. The broadcasters need the music which the song writers supply; the song writers need the market for their music which the broadcasters offer. They have a mutual interest in amendments to the Copyright Law which may increase its protection to both the creators and users of music."

There is particular need for revision of the section of the law dealing with mechanical reproductions of musical works, Mr. Mills said, pointing out that when the law was enacted in 1909, the only mechanical reproductions were phonograph records and player piano rolls, both used almost exclusively in homes. The vacuum tube, enabling the magnification of sound, had not yet been invented, and there were no radio stations and receivers, no talking pictures, no juke boxes, no transcriptions.

"To bring the law into step with modern conditions," he stated, "synchronization rights must be clearly defined. The law should differentiate between transcriptions and phonograph records, and between phonograph records used in homes and those used in juke boxes or on the air."

NO DECISION MADE ON NEW CBC HEAD

NO DECISION was reached by the Canadian Broadcasting Corp. Board of Governors at its Aug. 17-18 meeting at Ottawa regarding implementing the Parliamentary Committee report involving the appointment of a new general manager to replace Gladstone Murray. The board meets again on Aug. 28 at Ottawa, and it is understood that it will then have a Government Order-In-Council necessary before a new general manager can be appointed.

Mentioned for the post in Ottawa circles is a member of the CBC board of governors, Rev. Dr. J. S. Thomson, president of the U of Saskatchewan. Unofficial reports of a real internal board battle on the question are current, and include rumors that Maj. Murray will be offered a position as program manager with headquarters in Toronto, and that Dr. Augustin Frigon, CBC assistant general manager, will retain this post with an increase in salary and will also be director of French-language broadcasts

JAIME DEL VALLE, of the Hollywood radio production staff of the Office of Coordinator of Inter-American Affairs, has joined the Army. Jaime Garzon, onetime station manager at Bogata, Colombia, has taken over del Valle's former duties.

Piel Drops Show

PIEL Bros., Brooklyn (beer), which discontinued *Jack Dempsey's All-Sports Quiz* on WOR, New York for a nine-week period in June, with the possibility of a fall renewal of the show, will not resume the program. The company has discontinued all radio advertising plans according to Sherman K. Ellis & Co., New York, agency in charge. The show which continued as a sustainer during the summer went off the air permanently after the Aug. 22 broadcast, as Lt. Dempsey's duties with the Coast Guard have made it impossible for him to continue.

New WPB Press Chief

STEPHEN E. FITZGERALD, acting head of the WPB information office since the recent realignment, was appointed director of the division of information of WPB, according to an announcement Aug. 19 by Donald M. Nelson, WPB chief. Formerly a special writer of the *Baltimore Evening Sun*, he was also a Nieman fellow at Harvard U in 1939-40. He first joined the Government on Feb. 1, 1941, as chief of the production branch in the late OEM division of information.

Buttram Heads WHMA

JOHN W. BUTTRAM, who was general manager of WJBY, Gadsen, Ala. for seven years, has been named general manager of WHMA, Anniston, Ala., owner Harry M. Ayer announced. Mr. Buttram has been with WHMA for a year in a commercial post.

MEDICATION BOOK BOOSTED BY SPOTS

WILLIAM WISE & SONS, New York, which publishes the health book titled "Modern Home Physician", is promoting its use in the home through five-minute transcriptions and quarter-hour recorded musical programs on 80 stations throughout the country. Series started Aug. 17 and more stations may be added later.

Theme of the campaign, according to Huber Hoge & Sons, New York, agency in charge, is the utility of such a book in the home in view of the many doctors being called into the Army. Stations are:

CKLW	WDBO	WXYZ	WELI
KFBK	WDGY	KFMB	WFHR
KFEL	WDZ	KEYS	WFMD
KFRC	WFBR	KFNF	WHBL
KFPY	WHAM	KGBS	WHOM
KFWB	WHEB	KHUB	WIBG
KFYR	WIBC	KICA	WISR
KGA	WIND	KID	WKST
KGHL	WIP	KMMJ	WMAM
KLZ	WKAT	KPDM	WMMN
KMPC	WLAC	KWFT	WNBZ
KMJ	WLBZ	KWJJ	WOCB
KMTR	WMT	KXEL	WORL
KONO	WPEN	KXKX	WPIC
KSFO	WFO	WAJR	WRAW
KTSA	WRUF	WARM	WRJN
KVOD	WTAD	WCAP	WSAZ
KWTO	WSRR	WCAR	WSNJ
KXOK	WTMV	WCBO	WSVA
WAGE	WWDC	WCLO	WTCM
WCAE	WWSW	WCOP	

ALASDAIR MacKENZIE, merchandising director of CJCA, Edmonton, is representing the Taylor, Pearson & Carson stations on an information-finding tour of U. S. trade centers, including Tulsa, Hartford, New York, Boston, Chicago, and Pittsburgh where radio has done outstanding department store work.

CHNS
Halifax, N. S.
Located in the heart of the Maritimes
Ask JOE WEED

The ratings of evening programs in Denver* show KOA leads in listeners 10 times out of 10! . . . Denver's *greatest* audience consistently listens to KOA!
*Hooper Survey
KOA 50,000 WATTS
FIRST IN DENVER
Represented nationally by NBC Spot Sales Offices

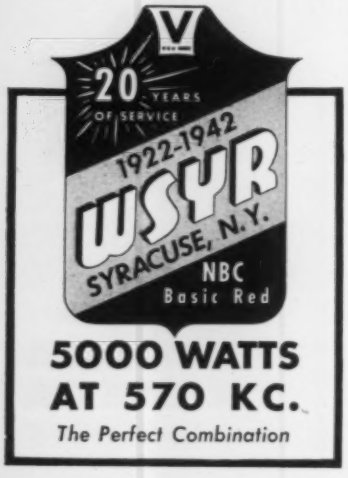
Elmer Diddler's Doings:
DON'T LOOK, ELMER

The way that WGY's coverage stretches out over rich New York State and Western New England makes you look sort of silly, eh Elmer? You wanted all that airea, but you went after it with "piecemeal coverage"—a localized station here, another there.
You may have to use piecemeal coverage elsewhere, Elmer, but not in the Great Northeast. WGY does the whole job there, for it:
GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.
★ is the airea's only 50,000-watt station
★ has the airea's lowest frequency
★ is the airea's sole outlet for those popular NBC Red programs
★ has the airea's longest record of service
WGY-66

Newspaper Series

THE *CHICAGO SUN*, Chicago; on Sept. 7 will start *Jolly Joe*, a quarter-hour program of children's stories by Joe Kelly, m.c. of the BLUE *Quiz Kids*, six days a week on WBBM, Chicago, for 52 weeks. *Joe Kelly & the Comics*, half-hour program Sundays on WBBM, Wade Adv. Agency, Chicago, is agency.

NBC, London Commentator Robert St. John writes about "The Little People of Britain" in *Collier's*, Aug. 29. Wounded by a Messerschmitt during the Greek Campaign, St. John now helps fight the war by working full-time in a British war factory in addition to his regular newscasts.



5000 WATTS
AT 570 KC.
The Perfect Combination

MANHATTAN TOUCH these days on the weekly NBC *Post Toasties Time*, sponsored by General Foods Corp., is due to presence of a New York summertime "sub" on the regular Hollywood production staff, along with a checker-upper. Conferring over script are (l to r) Jerry Cady, writer, pinchhitting for Phil Rapp; Frank Morgan, Hollywood comedian featured on the show; Donald Cope, New York producer of Benton & Bowles Inc., who has taken over while Mann Holiner vacations; Esty Stowell, New York radio business manager of that agency.

Alexander Moves

SIDNEY G. ALEXANDER, former vice-president in charge of radio and media of Weiss & Geller, New York, on Aug. 24 joins Columbia Pictures, New York, as assistant to David Lipscomb, advertising and publicity director. Mr. Alexander was previously with H. M. Kiesewetter Adv. Agency and Buchanan & Co., New York.

New PA Bureaus

IN LINE with its policy of increasing State and regional news for radio, Press Assn. Inc., New York AP subsidiary, has opened bureaus in Omaha and Baltimore, according to Oliver Gramling, assistant general manager. The new bureaus handle state and regional news exclusively for the AP radio wire.

G. H. PHELPS JOINS MAXON INC. AS V-P

GEORGE HARRISON PHELPS, prominent in advertising for the last 25 years, has joined Maxon Inc., New York, as a vice-president it was announced last week by Lou Maxon, president of the agency. Mr Phelps, a pioneer in the motor car industry was one of the five original executives to organize the Dodge Brothers sales department and directed the company's advertising from 1914 to 1921. Later Mr. Phelps formed his own advertising agency, George Harrison Phelps Inc., with headquarters in Detroit. Within 10 years it became one of the five largest agencies in the United States. At that time he was also director of the National Outdoor Advertising Bureau and vice-president of the NAB.

Mr. Phelps' radio experience dates back to 1923 when he launched his own radio station, WGHP in Detroit. This station, now known as WXYZ, was one of the first to become affiliated with the CBS network. Mr. Phelps was responsible for the first multiple radio hookup in the country when, in cooperation with NBC, he introduced the *Dodge Victory Hour* which linked New York, Detroit, Chicago, Hollywood and New Orleans.

During the past several years, Mr. Phelps has been engaged in private practice as advertising consultant to a group of American and European clients.

BECAUSE OF the continuing illness of Edna May Oliver, star of the Lever Bros. Co. show *The Remarkable Miss Tuttle* on NBC, Mary Boland has been assigned the starring role. Title of the series has been changed to *The Remarkable Miss Crandall*. Agency is Ruthrauff & Ryan, New York.

Toscanini and Stokowski Are Signed by NBC to Lead Symphonic Series

WITH Arturo Toscanini as conductor, the 1942-43 season of concerts by the NBC Symphony Orchestra will be launched Nov. 1 on NBC, it was announced last week by Niles Trammell, president of NBC. Five additional concerts in the summer symphony series will also be broadcast on NBC Sept. 27 and the four Sundays in October, all concerts both summer and winter to be heard on 125 NBC stations Sundays 5-6 p.m.

Toscanini will conduct a total of 12 concerts during the 24-week season, the remaining 12 winter programs to be direct by Leopold Stokowski, who will alternate with Toscanini for bracketed periods of varying lengths.

The start of the new series Nov. 1 marks the beginning of the maestro's fifth full season with the NBC Symphony, and Stokowski's second. The 1941-42 season was the only period in which Toscanini was not billed as the orchestra's featured conductor, the maestro having decided to take a Sabbatical year from broadcasting. However, he did appear on five special broadcasts under the auspices of the Treasury Dept., and on the Western Hemisphere premiere on NBC of the Shostakovish Seventh Symphony for the benefit of Russian War Relief. Except for this premiere, the return of the NBC Symphony Orchestra to exclusive NBC facilities occurs after a nine-month absence during which its concerts were presented on the BLUE. The concerts continued, however, to be shortwaved around the world on NBC's international stations, WRCA and WNBI.

MBS to Carry Clapper For General Cigar Co.

GENERAL CIGAR Co., New York, as a replacement for Raymond Swing, who gives his last news broadcast on Mutual for White Owls on Sept. 21, has signed Raymond Clapper, Scripps-Howard syndicated news columnist and radio commentator. Clapper will start on Mutual Sept. 24 in the 10-10:15 p.m. period Mondays and Thursdays on the same total of 84 stations which are currently carrying Swing's news analyses.

An exclusive contract between Mr. Swing and NBC was signed in July, and when NBC found it had no suitable evening hour available for the news program, it was announced that Swing would start on the BLUE Sept 28 four times weekly at 10 p.m. under sponsorship of Socony-Vacuum Oil Co., New York. Agency for General Cigar is J. Walter Thompson Co., New York, and the Socony account is handled by J. Stirling Getchell, New York.

YOU CAN'T MISS
WITH THIS LINEUP:

CKLW
—and the
DETROIT AREA

● CKLW and it's 5000 watt clear channel; teamed with the Dynamic Detroit Area, mecca of the nation's great industrial employment, constitutes the greatest radio dollar buy ever offered. Your product needs this lineup. Make plans early. Schedule it on CKLW this fall.

800 kc.

5,000 Watts Day and Night
MUTUAL BROADCASTING SYSTEM

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
BOSTON
N.Y.
CFNB Signal strength increased 25%

Promotion Activity Expanded at CBS

Brochure Barrage Projected During Coming Season

HELPING to build larger audiences for CBS programs has been the function of the Program Promotion Division of the CBS Sales Promotion Dept. for 3½ years and now, rolling smoothly into its fourth fall season, the division has lined up a campaign of more than 40 brochures.

Since its organization in March 1939, the Program Promotion Division under the direction of Thomas D. Connolly, has grown steadily until, in the first six months of this year, the number of program promotion projects was three times as great as in the corresponding period last year.

Consisting of ideas, suggestions, promotional material and summaries, contained in brochures and mailing pieces, regular mailings about the shows they carry are sent to the managers of the 116 CBS stations. With the beginning of the CBS full-network plan, a special drive containing material on the shows expanding to the full network was put on by Connolly's office with full station cooperation. One station ran 350 local announcements heralding the appearance of the many CBS shows which expanded to full-network; most stations ran two-column newspaper ads and more than a few invested in full-page ads in their local newspapers.

Classes of Material

CBS program promotion material falls, roughly, into three classifications: (1) Material on new shows; (2) material on shows returning to the network after a hiatus period; (3) shows expanding to full-network. Aside from this special service, Connolly's office sends a constant stream of suggestions and ideas to the stations for the continual promotion of shows they are already carrying. Weekly comments and suggestions concerning CBS shows are also sent to all the affiliates.

A typical CBS program promotion project contains recorded "star" announcements (i.e. Tommy Riggs and Betty Lou on a one-minute transcription about their show); "live" announcements to originate at the individual stations; ideas for newspaper advertisements plus mats; photographs and mats; billboard ideas, car-card ideas, taxicab card ideas, suggestions for movie trailers, local displays, dealer tie-ups, dealer letters, house organ material, contest ideas and ideas for stunts—plus what Connolly calls a "refresher course," designed to keep the station manager abreast of the latest developments and reviewing the CBS services.

Arnold Letter to Kaye Serves to Clear Controversy Over Gratuitous Licenses

CLARIFICATION of the issuing of gratuitous licenses to broadcasters by ASCAP members for the performance of their works, long a subject of controversy between ASCAP and BMI, is contained in a letter written Aug. 18 by Assistant Attorney General Thurman Arnold to Sydney Kaye, executive vice-president of BMI.

Referring to a letter sent by the Dept. of Justice last month to Milton Diamond, special counsel for ASCAP, on this subject [BROADCASTING, July 20], Mr. Arnold points out that in writing to ASCAP members, John G. Paine has interpreted the ruling too narrowly.

Disciplinary Action

Mr. Paine, says Mr Arnold, has construed a part of his letter "to mean that ASCAP has the right to institute disciplinary action against any member who seeks to discuss or advise with any third party, including BMI, concerning the issuance direct to users of performing licenses."

Mr. Arnold continues; "This is too narrow an interpretation of the language of my letter of July 13th. Discussions between third parties (including BMI) and an ASCAP member for the purpose of determing the free and voluntary wishes of an ASCAP member in connection with the issuance of performing licenses direct to users is not prohibited by the decree provided such third party offers no secret inducement."

In accordance with this letter, which is taken as a vindication of BMI's position that ASCAP writers may issue gratuitous licenses for broadcasters to perform the works published by BMI and its affiliates, BMI has announced that it expects to publish the works of a number of ASCAP writer-members who have indicated their intention to grant gratuitous licenses directly to broadcasting stations. Mr. Arnold's letter to Mr. Kaye follows in full text:

This acknowledges your letters of July 29 and Aug. 14, 1942, in connection with the above styled cause.

In your letter of July 29 you enclosed a copy of a letter written by John G. Paine, general manager of ASCAP, to all ASCAP members. In this letter Mr. Paine construes that portion of my letter of July 13, 1942, addressed to Mr. Milton Diamond, and reading as follows—"The decree permits a member of ASCAP to issue a 'gratuitous' license to a user. However, such arrangement must be made between the member and user without aid or inducement from any third party. Any attempt by BMI to induce an ASCAP member to issue such a license, by whatever means, would violate the express terms of the decree", to mean that ASCAP has the right to institute disciplinary action against any member who seeks to discuss or advise with any third party, including BMI, concerning the issuance direct to users of performing licenses.

This is too narrow an interpretation of the language of my letter of July 13. Discussions between third parties (including BMI) and an ASCAP member for the purpose of determining the free and voluntary wishes of an ASCAP member in connection with the issuance of performing licenses direct to users is not prohibited by the decree provided such third party offers no secret inducement.

IBEW Settles in L. A.

AFTER SEVERAL weeks of negotiation, which included threat of strike, KFWB, Hollywood, and Los Angeles Local 40, IBEW, in mid-August reached an amicable settlement of their salary dispute for technicians. Minimum scale, under the new agreement, is now $65 per week, the approximate prevailing wage of other branches of the technical trades, it was said. Agreement also calls for standard terms and conditions of employment. Local 1226, IBEW, representing the technical staff of CBS Hollywood, on Aug. 12 voted to amalgamate with Broadcast Technicians Unit of Local 40, which represents technicians and engineers of 13 stations in Los Angeles County.

KNOX MANNING, commentator of CBS, Hollywood, is narrator on a motrailer, "Your American Tragedy".

WBNX

CREATING

Amicizia
Freindshaft
Przyjazn
Amistad
Freundschaft

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today

There's "sock" in 5KW on our 580 kc frequency —equal to over a million watts at the other end of the dial.

WIBW The Voice of Kansas in TOPEKA

WDOD
CHATTANOOGA, TENNESSEE
5,000 WATTS NIGHT and DAY
CBS
REPRESENTATIVES: PAUL H. RAYMER CO.

Mazda Program to Hollywood

TO COMPLETE an assignment in the Universal film, "When Johnny Comes Marching Home", Phil Spitalyn's all-girl orchestra, featured on the weekly NBC *Hour of Charm*, sponsored by General Electric Co. (Mazda lamps), on Sept. 13 shifts to Hollywood for four weeks, Sunday, 10-10:30 p.m. (EWT). Program is to originate from various Southern California Army camps and Naval stations during that time.

RADIO EXECUTIVE

Former station manager, network producer, desires station or agency connection. Ten years radio experience. Draft exempt. Resigned station management to accept Government post in Washington. Mission now completed.

BOX 742, BROADCASTING

PABST COMPLETES FOOTBALL LINEUP

PABST SALES Co., Chicago (Blue Ribbon beer), has completed sponsorship plans for broadcasts this fall of games of seven teams in the National Professional Football League. Teams, number of games and stations on the schedule are are as follows:

Brooklyn Dodgers, 10, WOR; Philadelphia Eagles, 12, WFIL; Washington Redskins, 12, WOL; Pittsburgh Steelers, 11, WWSW; Cleveland Rams, 11, WGAR; Detroit Lions, 11, WXYZ and the Michigan State Network consisting of WELL, Battle Creek; WIBM, Jackson; WFDF, Flint; WOOD, Grand Rapids; WJIM, Lansing; WBCM, Bay City; Chicago Bears, 11, WENR.

Remaining teams in the league are the Chicago Cardinals, New York Giants and the Green Bay Packers. Lineup of sportscasters to handle the broadcasts has not been completed, according to the agency, Lord & Thomas, Chicago.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Engineer — For RCA equipped Mid-West network station. Must have transmitter, maintenance and operating experience. Good salary . . . chance for advancement. Submit full details including experience, reference, draft status, picture. Box 770, BROADCASTING.

ANNOUNCER-ENGINEER—First class license preferable. Progressive small Southern Station. Good pay for short week. Box 771, BROADCASTING.

Chief engineer—Network station, non defense area. Also announcer-newscaster. Box 745, BROADCASTING.

Successful local station—In fast growing midwestern city of 35,000 wants experienced operator. Salary $25.00 per week, increase 10% each six months for eighteen months. Box 746, BROADCASTING.

There's a real future—For 3 experienced ab-lib, draft-exempt announcers with a 10,000 watt independent in a major eastern city. Send your story to Box 747, BROADCASTING.

ANNOUNCERS IMMEDIATELY—One experienced mail-pull, one news and general routine. Airmail full details, expected salary. Have transcriptions available. KFNF, Shenandoah, Iowa.

Announcer wanted — Southern station. Write giving age, experience, draft status and salary desired. Box 753, BROADCASTING.

Male—Radio script writer and producer with recognized ability. State qualifications. No objection to part time basis. Box 760, BROADCASTING.

CONTROL ENGINEER—Exellent opening for alert experienced man in a busy control room. Box 766, BROADCASTING.

Texas Independent Station—Desires competent announcer. Tell all. Box 765, BROADCASTING.

Situations Wanted

I WANT A CHANGE—DO YOU?—Program Manager now affiliated with 50,000 watt station. Extensive radio station and advertising agency experience. Draft exempt. Age 38. Knows value of pulling with staff, including Sales Department. Available for either station or agency operation. Box 743, BROADCASTING.

Competent chief engineer—Experienced design, construction, installation maintenance. Married. 3-A. Desire connection with progressive management. Also first class licensed combination man. Box 749, BROADCASTING.

ANNOUNCER - PRODUCER — Now employed. Station experience. Draft exempt. Prefer Midwest or East, station or agency. Box 772, BROADCASTING.

ATTENTION—Young man, unmarried, ineligible for draft, desires position as announcer in small station. Box 773, BROADCASTING.

ANNOUNCER—Desires change—draft exempt. Good voice-production-copy. Transcription on request, Box 744, BROADCASTING.

Producer-Announcer-Writer—Over 12 years on major networks plus theatre and music background. Knows entertainment values. Not in draft. Available September first. Box 775, BROADCASTING.

Situations Wanted (Cont'd)

Position as Manager or Sales Manager—Married. Ten years radio. Employed. Box 758, BROADCASTING.

Are you after the prize—That goes with station leadership in your market? Then contact the man specializing in sales and station promotions who has developed the leadership and is now winning the prize in an important Eastern industrial market. 3-A. Married. Box 759, BROADCASTING.

STATION MANAGER—Now managing 1 kw CBS Eastern station. Good program ideas plus a realistic approach to today's sales problems, have produced over 10 local accounts within a 70-mile radius of present station. 12 diversified years in radio. Draft exempt. Present employer knows of this advertisement. Box 761, BROADCASTING.

Combination—Experienced Announcer. Licensed Operator. Married. Family. South Preferred. Box 768, BROADCASTING.

ATTENTION EXECUTIVES — Married man, 8 years radio executive, local and network. Tops on program, news, sports, sales. Draft exempt. Sober. Prefer South. Available now. Box 767, BROADCASTING.

Versatile Announcer—Ten years background program director, news. Six years one group. Young married, class 3A. Excellent references, now employed. Box 750, BROADCASTING.

Engineer—Fifteen years' experience all types equipment and all phases of station operation. Draft exempt. Prefer west coast. Available two weeks. Box 762, BROADCASTING.

Engineer—12 years' experience. Qualified for supervision. $45 week minimum. Permanent. Box 754, BROADCASTING.

Continuity, Production, Announcing. Eight years experience. Employed Network affiliate. Prefer New York, vicinity. Box 757, BROADCASTING.

AVAILABLE—Station Manager—Now employed as station executive, an aggressive, young, family man is seeking the right opportunity. Nine years of complete broadcasting experience, including extremely successful record with independents bucking stiff network competition. Will consider either salary or profit-sharing and might invest minority share. Box 756, BROADCASTING.

STATION MANAGER-SALES MANAGER—Eight years experience every phase. Top references. Married, dependents, age early thirties. Prefer South. Box 776, BROADCASTING.

Wanted to Buy

Two RCA 70-C Turntables—New or used. Box 769, BROADCASTING.

1 K.W. or 5 K.W. transmitter—Complete with extra tubes. Will pay cash for used recent model. Send full particulars to Box 744, BROADCASTING.

Condensers—New, or used in good condition, mica transmitting. Six to twelve thousand volt rating. Capacities—.002, .001, 0005, and .00025. Box 748, BROADCASTING.

For Sale

250 watt station—Town of 18,000. Army camp, town growing. Great prospects. Part cash, balance several years. Hurry. Box 751, BROADCASTING.

BROADCASTING FOR RESULTS!

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

Studio Notes

TIC, Hartford, has a new Sunday 5:30 series *The United States Coast Guard on Parade*, featuring the Coast Guard Academy Band under Bandmaster Charles W. Messer. Program originates in the Coast Guard Armory in New London, and emphasizes Coast Guard needs in men, and equipment and training plans, interspersed with personal experiences of men on Coast Guard patrol.

EMPLOYES of NBC, Hollywood, held their annual picnic and outing at Upsters Ranch, Santa Monica (Cal.) Canyon, recently.

TO INSURE uninterrupted broadcasting service, KFI, Los Angeles, has a complete standby emergency transmitter for use if the main 50-kw. equipment is off the air for repairs.

WHBF, Rock Island, Ill., is sponsoring the Mississippi Valley Softball Tournament, offering a total of $500 cash prizes plus team and individual trophies. Meet opened Aug. 23 in charge of Van Patrick, sports director, and Ray Anderson, sportscaster.

WKRC, Cincinnati, plans extensive coverage of the 28th annual Pure Food Show, Aug. 27-Sept. 7, at the Cincinnati Zoological Gardens. With eight regular daily shows the station will broadcast about three hours a day from the scene.

WTRY, Troy, N. Y., moved its microphone 30 miles to broadcast the running of the Frank P. Fox Pacing Stake, at Saratoga Raceways, Saratoga Springs, N. Y. Roy Shudt gave a running commentary of all three heats.

WKZO, Kalamazoo, Mich., was on the air with three eyewitness broadcasts less than a half hour after fire engines reached the scene of the local $80,000 Sutherland Paper Co. fire. Coverage included details of fire fighting and identification of dead and injured.

KOA, Denver, on Aug. 10 devoted a half-hour to ceremonies attending presentation of the First Army-Navy "E" production award in the Rocky Mountain region to the Winter-Weiss Co., Denver. Clarence Moore, KOA program director, was m.c. of the broadcast which was attended by more than 200 specially-invited guests, including high-ranking Army and Navy officers.

TO FOCUS attention on the nationwide campaign of Records For Our Fighting Men Inc., KHJ, Hollywood, is offering a $5 War Stamp as prize for the oldest record, and a $25 War Bond for the largest number of records contributed by one person. R. A. Shepherd, station's music librarian, is judge.

NICK KENNY, radio editor of the *Daily Mirror*, New York, has resumed his juvenile variety show *Children's Parade* on WMCA, New York. Entertainment is furnished by children selected from studio auditions, and by others discovered by Kenny's talent scouts. A well-known radio personality appears as guest on each program.

WKIP, Poughkeepsie, and KBWD, Brownwood, Tex., have signed for the 24-hour AP radio wire from Press Assn., AP subsidiary.

FAMILY MONOPOLY prevails at KGNC, Amarillo, where Papa Wes Izzard, staff-member of the *Amarillo Globe-News*, also serves as a newscaster and his son Bob, a junior at Lubbock Tech, is a summer announcer. Station engineers are always expecting Bob to say, "Here's Pop with the latest news."

RADIO'S LEGS were pulled by the publicity department of WOR, New York, when its turn came to write and stage one of a series of programs conceived and written by station staff members for the *WOR Summer Theatre*. Publicity staff's contribution last week included a skit called *The Newscaster at Home* and vignettes of well-known radio types. Collaborators were Dick Pack, Eleanore Hurley, Charles Oppenheim, Al Durante and Bob Davis.

WFAS, White Plains, N. Y., presents interviews with servicemen guests of USO hospitality parties at Westchester homes and clubs on *This Is the USO Calling*, half-hour Sunday evening program. After the boys have dined, a group is taken to the WFAS studio, where Elsajean Geyer, USO "Red, White and Blue Girl" conducts the interviews.

WROK, Rockford, Ill., is recruiting men and women for a radio technician training course the U of Illinois Extension Division plans to start in Rockford Sept. 14. A similar 16-week course was offered last spring, with Thomas C. Cameron and Maurice Nelson, WROK engineers, on the teaching staff.

WRR, Dallas, Tex., owned and operated by the city of Dallas as a commercial station, has taken the 24-hour AP radio wire through Press Assn.

OPA Price Manual

DIGESTS of the Office of Price Administration's price interpretations have been edited and put under one cover, *Digests of Interpretations*, and are now being distributed to the press, trade associations and information services. The manual contains material pertaining to OPA price regulations other than the General Price Regulations and gives explanatory data. Additions, it was said, will be made from time to time.

In the Army Now

A ONE-MAN radio department turning out ten shows a week—that's the job Private Elmo Ellis Israel, former studio production manager of WSB, Atlanta, is doing in the public relations office of Ft. McPherson, Ga. Working in line of duty with WSB, and three other Atlanta outlets, WATL, WAGA, WAST, Private Isreal writes 140 minutes of air time each week, announces eight programs himself. He has a five-weekly 10-minute show on WSB, tri-weekly quarter hour on WATL, and additional dramatic and variety half-hours on the Atlanta stations. He is planning more programs in his spare time!

Join Disc Net

IN LESS THAN a month after the first letter was sent out, 36 stations have signed contracts to serve as outlets for United Broadcasting System, proposed transcription network [BROADCASTING, July 27], UBS states in a folder mailed out last week. Folder cites a number of commendatory letters from stations and also mentions the NAB's opposition to the plan, quoting at length from the UBS reply to the NAB explaining the advantages of the plan to stations.

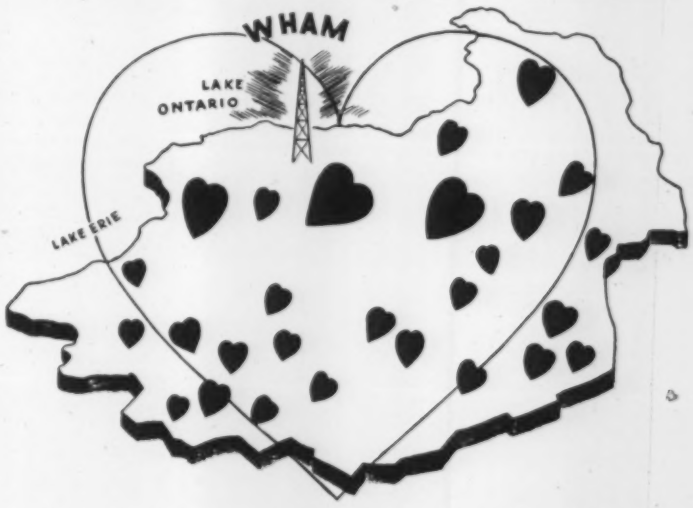
WCAE, Pittsburgh, is urging listeners to aid the war effort by playing their radios softly so resting defense workers will not be disturbed.

My family was worried

"Certainly glad I stop at recognized hotels on my many business trips. Once, serious illness developed suddenly at home. Though I'd left no forwarding address I was easily traced to my hotel by phone." *D. B.*, Rochester, New York.

AMERICAN HOTEL ASSOCIATION

FOR A FRESH START STOP AT A HOTEL



DEEP IN THE 93 HEARTS OF WHAMLAND

The real heart of WHAMland is in the 93 towns and cities of 2500 or over, where WHAMland folks go to town when they buy.

Rochester is the buying heart of Monroe County . . . it is a grade A market . . . but down in Wyoming County it's Perry . . . in Livingston County it's Dansville.

WHAMland with all its cities and towns, all of its year around buying power, its higher-than-ever factory payrolls, and above-average farm income, is yours to sell with WHAM's 50,000 watts clear channel signal. Only WHAM brings dependable 24 hour a day reception to this vast area. Only WHAM covers all of it at once . . . and at approximately one-third the cost of localized coverage of the same area.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . Full Time . . . Affiliated with the National Broadcasting Co. & The Blue Network, Inc.

"The Stromberg-Carlson Station"

ILLINOIS?

For a big chunk of it, use the DECATUR station,

WSOY

250 W. 1340. Full time. Sears & Ayer, Reps. How can we help you?

Actions of the FEDERAL COMMUNICATIONS COMMISSION

AUGUST 15 TO AUGUST 21 INCLUSIVE

Decisions . . .

AUGUST 18

NEW, Edwin A. Kraft, Ketchikan, Alaska—Granted license 930 kc 1 kw unl., subject to conditions.

WQAM, Miami—Set for hearing modification CP change transmitter etc.

WSAV, Savannah, Ga.—Denied grant CP change 1340 kc 250 w unl. to 1370 kc 1 kw unl. directional N, and set for hearing.

KOY, Phoenix—Set for hearing CP indefinite extension of completion date.

WPRP, Ponce, P. R.—Denied authority to build antenna.

NEW, Tidewater Broadcasting Corp., Norfolk, Va.—Dismissed without prejudice CP new station.

NEW, Camden Radio Inc., Camden, Ark.—Dismissed without prejudice application CP new station.

WHKC-WCLE, Columbus-Cleveland—Denied petitions re applications CPs to change facilities and set them for hearing.

WBIG, Greensboro, N. C.—Denied petition partial grant application change frequency and set for hearing application change 1470 kc 5 kw unl. to 640 kc 50 kw.

WOKO, Albany, N. Y.—Denied request retain application in pending file and set for hearing application to change facilities.

WHCU, Ithaca, N. Y.—Set for hearing CPS to change facilities

WCKY, Cincinnati—Dismissed without prejudice application CP change 1530 kc 50 kw unl. to 640 kc unl.

WKRC, Cincinnati—Dismissed without prejudice application CP change 550 kc 1 kw N 5 kw D unl. to 640 kc 60 kw unl.

NEW, Granite District Radio Broadcasting Co., Murray, Utah—Dismissed without prejudice application CP new station.

KFSD, San Diego—Denied petition to reconsider and grant without hearing modification CP and denied petition filed pursuant to memorandum opinion of 4-27-42; and amended issues upon which application will be heard.

WESX, Salem, Mass. — Granted modification license move main studio to Marblehead, Mass.

W39NY, New York—Granted extension of time to complete station.

AUGUST 19

WLEU, Erie, Pa.—Granted motion to dismiss without prejudice CP 1260 kc 1 kw 5 kw, directional N unl.

WFAS, White Plains, N. Y.—Granted continuance hearing to 9-24-42, for modification of license.

NEW, Hawaiian Broadcasting System, Honolulu — Granted continuance hearing to 10-30-42.

WKBW-WGR, Buffalo — Granted postponement hearing to 10-20-42, for license renewals.

KROW, Oakland—Granted dismissal without prejudice application modification CP.

WOV, New York—Granted motion to dismiss without prejudice application transfer control from Arde Bulova and Harry D. Henshel to Murray Mester and Meyer Mester.

WSAN, Allentown, Pa.—Granted dismissal without prejudice application to modify CP.

NEW, Air Waves Inc., Baton Rouge, La.—Granted withdrawal without prejudice application CP new station.

Applications . . .

AUGUST 17

WLAN, Endicott, N. Y.—Modification CP new station, amended re transmitter site and type and to omit synchronous amplifier.

KRLD, Dallas—License for CP change antenna.

W4XGG, Winston-Salem, N. C.—Modification CP new station for extension of date.

KGLO, Mason City, Ia.—Modification CP new transmitter, increase power, change transmitter for extension of date.

KPAS, Pasadena, Cal.—Modification CP 5 kw transmitter, directional antenna for extension of date.

AUUST 18

WMAZ, Macon, Ga.—CP move auxiliary transmitter, increase power, change hours.

WBKB, Chicago—Modification CP new television station to change ESR from 800 to 860, change antenna, transmitter, extend date.

W59NY, New York—License new FM station.

AUGUST 19

KLRA, Little Rock, Ark.—Modification CP as modified move transmitter etc., for extension of date.

WLAY, Muscle Shoals City, Ala.—CP new transmitter.

WNOX, Knoxville—Modification CP as modified increase power etc., for extension of date.

KWID, San Francisco—License for CP as modified international station, amended to add 7230 kc unl.

Tentative Calendar . . .

WFAS, White Plains, N. Y.—Modification of license for 1230 kc, 250 w, unlimited (Sept. 24).

WROL, Knoxville, Tenn., modification of license for 620 kc, 1000 w, unlimited, DA-night (Aug. 27).

NEW, Hawaiian Broadcasting System Ltd., Honolulu, T. H., construction permit for 1340 kc, 250 w, unlimited (Oct. 30).

Radio Teachers Wanted

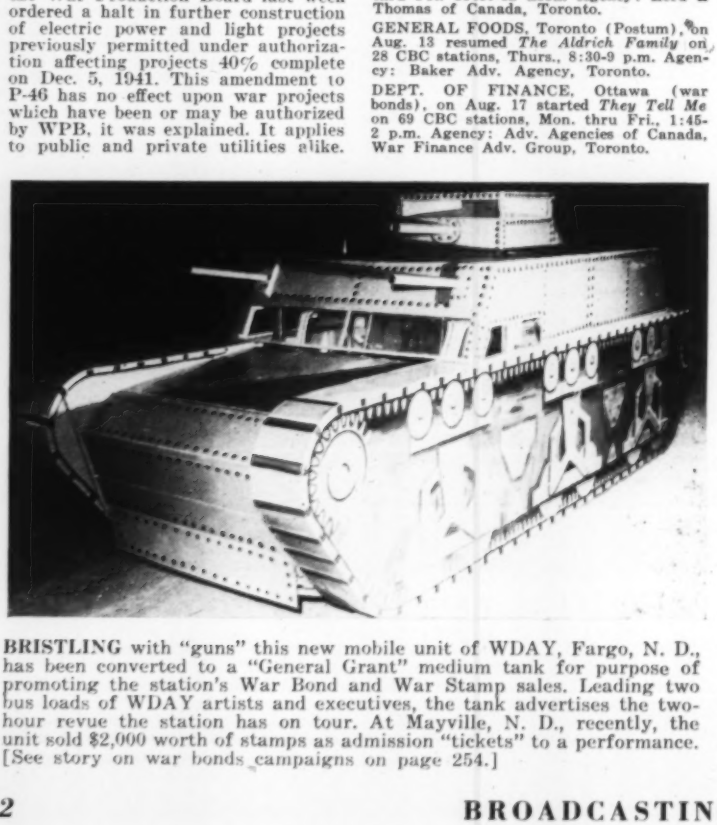
TO SPEED instruction of Air Forces' Radio personnel and release men for field duty, a campaign has opened to recruit 5,000 men and women teachers for the four large "radio universities," located in Chicago, Sioux Falls, S. D., Madison, Wis., and Scott Field, Ill. Salaries range from $1,620 for junior instructors and $2,000 for those already trained. Applications will be handled through the Civil Service Commission.

Zenith Buys Space

ZENITH RADIO Corp., Chicago, has started a 12-month institutional campaign in magazines built around the theme "1917 War Run by Telephone, 1942 War Run by Radio". Copy stresses the importance of radio to the war drive and the part Zenith is playing in war production, as well as pointing out that "airplanes and radio are two of the four great industries destined to lead this country back to normalcy after peace." Space has been placed by the agency, E. H. Brown Adv. Agency, Chicago, in 25 weeklies and monthlies in the general, women's and farm groups.

Power Construction Halt

TO CONSERVE critical materials, the War Production Board last week ordered a halt in further construction of electric power and light projects previously permitted under authorization affecting projects 40% complete on Dec. 5, 1941. This amendment to P-46 has no effect upon war projects which have been or may be authorized by WPB, it was explained. It applies to public and private utilities alike.



BRISTLING with "guns" this new mobile unit of WDAY, Fargo, N. D., has been converted to a "General Grant" medium tank for purpose of promoting the station's War Bond and War Stamp sales. Leading two bus loads of WDAY artists and executives, the tank advertises the two-hour revue the station has on tour. At Mayville, N. D., recently, the unit sold $2,000 worth of stamps as admission "tickets" to a performance. [See story on war bonds campaigns on page 254.]

Network Accounts

All time Eastern Wartime unless indicated

New Business

TRIMOUNT CLOTHING Co., New York (Clipper Craft Clothes), on Sept. 20 starts *Dorothy Thompson's Commentaries* on 67 BLUE stations, Sun., 9:45-10 p.m. Agency: Emil Mogul Co., N. Y.

GENERAL CIGAR Co., New York (White Owl cigars), on Sept. 24 starts news by Raymond Clapper on 84 MBS stations, Mon. and Thurs., 10-10:15 p.m. Agency: J. Walter Thompson Co., N. Y.

STANDARD OIL Co. of California, San Francisco, on Sept. 27 starts *Standard Symphony* on 6 Pacific NBC stations, Sun., 12 noon-12:45 a.m. (EWT). Agency: BBDO, San Francisco.

STANDARD OIL Co. of California, San Francisco, on Oct. 15 starts *Standard School of the Air* on 6 NBC Pacific Coast stations and 4 NBC Arizona Network stations, Thurs., 1-1:30 p.m. (EWT).

JENKINS BROS., Bridgeport, Conn. (institutional), on Wed., Aug. 19, sponsored Army-Navy "E" award ceremonies on 45 BLUE stations, 12:15-12:45 p.m. Agency: Horton-Noyes, Providence.

GENERAL FOODS Corp., New York (Post Bran Flakes), on Aug. 31 starts *Young Dr. Malone* on 14 NBC stations, Mon. thru Fri., 10:45-11 a.m., continuing program on 85 CBS stations, Mon. thru Fri., 2-2:15 p.m. Agency: Benton & Bowles, N. Y.

GILBERT-BARKER Mfg. Co., West Springfield, Mass. (institutional), on Fri., Aug. 21, sponsored Army-Navy "E" award ceremonies on 129 BLUE stations, 2:45-3:15 p.m. Agency: McCann-Erickson, N. Y.

PARAMOUNT PICTURES Inc., New York ("Holiday Inn"), on Wed., Aug. 26, will sponsor single-time musical prevue, on 59 CBS stations, 9:30-10 p.m. Agency: Buchanan & Co., N. Y.

McCOLL FRONTENAC OIL Co., Montreal, on Oct. 4 resumes *Fred Allen* on 13 Canadian Broadcasting Corp. Alternative network stations, Sun. 9:30-10 p.m. Agency: Ronalds Adv. Agency, Montreal.

COLGATE-PALMOLIVE-PEET Co., Toronto (Colgate products) on Sept. 1 resumes *The Happy Gang* on 33 Canadian Broadcasting Corp. stations, Mon. thru Fri. 1:15-1:45 p.m. Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Palmolive Soap, Colgate Toothpaste, Halo Shampoo) on Sept. 1 resumes *Les Joyeux Troubadours* on 5 Canadian Broadcasting Corp. French stations Mon. thru Fri. 11:30-12 noon. Agency: Lord & Thomas of Canada, Toronto.

GENERAL FOODS, Toronto (Postum), on Aug. 13 resumed *The Aldrich Family* on 28 CBC stations, Thurs., 8:30-9 p.m. Agency: Baker Adv. Agency, Toronto.

DEPT. OF FINANCE, Ottawa (war bonds), on Aug. 17 started *They Tell Me* on 69 CBC stations, Mon. thru Fri., 1:45-2 p.m. Agency: Adv. Agencies of Canada, War Finance Adv. Group, Toronto.

HUDSON BAY Co., Winnipeg (Raw Fur Division) on Oct. 31 resumes *Red Barn Dance* on 15 Canadian Broadcasting Corp. Prairies and British Columbia stations, Sat. 11-11:30 p.m. Agency: Cockfield Brown & Co., Winnipeg.

STANDARD BRANDS, Toronto (Chase & Sanborn Coffee) on Sept. 6 resumes *Bergen and Charlie McCarthy* on 33 Canadian Broadcasting Corp. stations, Sun. 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto.

LEVER BROS., Toronto (Lux soap) on Sept. 14 resumes *Lux Theater* on 32 Canadian Broadcasting stations, Mon. 9-10 p.m. Agency: J. Walter Thompson Co., Toronto.

TUCKETTS Ltd., Hamilton, Ont., (Buckingham Cigarettes) on Sept. 15 resumes *Blended Rythm* on 39 Canadian Broadcasting Corp. stations, Tues. 8:30-9 p.m. Agency: McLaren Adv. Co., Toronto.

LAMONT CORLISS & Co., Toronto (Pond's Cream) on Sept. 15 resumes *Joe and Judy* on 30 Canadian Broadcasting Corp. stations, Tues. 9-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

S. C. JOHNSON & Son Ltd., Brantford, Ont. (wax and Car-Nu) on Sept. 29 resumes *Fibber McGee & Molly* on 33 Canadian Broadcasting Corp. stations, Tues. 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere Bouquet Soap), on Sept. 4 resumes *Penny's Diary* on 33 Canadian Broadcasting Corp. stations, Fri. 9:30-9:45 p.m. Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cue and Palmolive shave cream) on Sept. 5 resumes *Share the Wealth* on 33 Canadian Broadcasting Corp. stations, Sat. 8:30-9 p.m. Agency: Lord & Thomas of Canada, Toronto.

IMPERIAL OIL, Toronto, on Nov. 7 resumes *Imperial Hockey Broadcasts* on 42 Canadian Broadcasting Corp. stations, Sat. 9-10:30 p.m. Agency: MacLaren Adv. Co., Toronto.

WARTIME PRICES AND Trade Board (Ottawa (price ceilings), on Aug. 3 started *Courier de Jour* on 8 Quebec Canadian Broadcasting Corp. stations, Mon. thru Fri. 10:15-10:30 p.m. Agency: Canadian Advertising Agency, Montreal.

GENERAL FOODS Corp., New York (Grape Nuts Flakes), on Oct. 4 resumes for 52 weeks *Jack Benny* on 90 NBC stations, Sun., 7-7:30 p.m. (repeat, 13 NBC Pacific stations, 11:30 p.m.-12 midnight). Agency: Young & Rubicam, N. Y.

PEPSODENT Co., Chicago (toothpaste), on Sept. 22 resumes the *Bob Hope Show* on adds 59 stations, making a total of 75 NBC stations, Tuesdays, 10-10:30 p.m. replacing *A Date With Judy*, dramatic program which subatituted during the summer. Agency: Lord & Thomas, Chicago.

Network Changes

PILLSBURY FLOUR MILLS Co., Minneapolis (Pillsbury flour), on Sept. 7 adds 26 CBS stations to *Clara, Lu 'n' Em*, making a total of 40 CBS stations, Mon. Wed., Fri., 11-11:15 a.m. Agency: McCann-Erickson, Minneapolis.

ANACIN Co., Jersey City (headache powder), on Oct. 28 shifts *Easy Aces* from 7 BLUE stations, Tues., Wed., Thurs., 7:15 p.m., to about 50 CBS stations, Wed. Thurs., Fri., 7:30-7:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), has added 15 NBC stations to *Fred Waring in Pleasure Time*, making a total of 125 NBC stations, Mon. thru Fri., 7-7:15 p.m. (repeat 11-11:15 p.m) Agency: Newell-Emmett Co., N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee, Post Toasties), on Sept. 3 changes *Post Toasties Time* back to *Maxwell House Coffee Time* and adds 4 NBC stations, making a total of 95 NBC stations, Thurs., 8-8:30 p.m. (rebroadcast 11:30 p.m.-12 midnight). Agency: Benton & Bowles, N. Y.

GOSPEL BROADCASTING Assn., Los Angeles (religious), on Aug. 23 added 31 Mutual stations to *Old Fashioned Revival Hour*, making a total of 202 Mutual stations, Sun., 9-10 p.m. Agency: R. H. Alber Co., Los Angeles.

CONTINENTAL BAKING Co., New York (Wonder Bread, Hostess Cake), on Sept. 24 discontinues *Maudie's Diary* on 48 CBS stations, Thurs., 7:30-8 p.m. Agency: Ted Bates Inc., N. Y.

GENERAL FOODS Corp., New York (Sanka Coffee), on Aug. 30 adds 26 CBS stations to *William L. Shirer*, news program, making a total of 81 CBS stations, Sun., 5:45-6 p.m. Agency: Young & Rubicam, N. Y.

Kansas City Hears First FM Station

Commercial Radio Equipment Puts K49KC on the Air

KANSAS CITY, heretofore without a commercial FM service, was the most recent city to dial for FM when K49KC went on the air Aug. 14, owned and operated by Commercial Radio Equipment Co., radio engineering consultants. The station was permitted to begin broadcasting despite critical wartime equipment shortages under a special temporary authorization of the FCC.

The company's first experience with FM was in the experimental operation of W9XA, formerly a high-frequency broadcasting station employing AM which was later converted over to FM experimental operation to conduct two-way transmission tests on 26.3 mc. with WOR's W2XJI. When the "go ahead" signal for FM was given by the Commission, Commercial Radio Equipment Co. was among those first to apply for a CP under the new regulations.

In Center of City

K49KC, as its call indicates, will operate on 44.9 mc. Studio and transmitter are located in the Porter Bldg., an office building located in almost the exact geographical center of Greater Kansas City, chosen because of its central location and elevation.

K49KC now broadcasts a daily schedule from 3 to 9 p.m. Monday through Saturday. The station has subscribed to the NBC Thesaurus transcription library. Everett L. Dillard is general manager, with Robert F. Wolfskill handling the managerial duties of the station. Betty Davis, formerly of KXBY and KCMO and the Colorado Springs Chamber of Commerce, is in charge of programming. Jimmie Burke, formerly with KVOR, Denver and WHB, Kansas City, is chief announcer. Milton W. Woodward is taking over as chief engineer in addition to his engineering work for Commercial Radio Equipment Co.

AFRA Convention Off

AFRA national business and elections are being conducted by mail because of cancellation last week of the annual convention, in compliance with a request of the Office of Defense Transportation. Convention was scheduled for Aug. 29 and 30 in Chicago. Ballots listing nominees of AFRA locals were mailed to members on Aug. 14, to be returned and counted by Sept. 1. Report on a million hours of members' time devoted to war programs since Dec. 7 is to be compiled at the same time.

Gray's Power

ANOTHER "first" was chalked up last Tuesday by the FCC. It approved transfer of power of attorney for the affairs of Gordon Gray, owner of WSJS, Winston-Salem, and holder of an FM authorization, to the Wachovia Bank & Trust Co., in view of the broadcaster-publisher's Army service (he is at an officer's candidate school having enlisted as a buck private several months ago.) The transfer is approved "for a period not to exceed six months after cessation of hostilities or the licensee's discharge from the armed forces, whichever is the earlier."

Catalog of Library Revised by AMP

Some 3,500 Titles Arranged In Loose-Leaf Binding

ASSOCIATED MUSIC Publishers Inc. has issued a new catalog of its library service, listing approximately 3,500 titles arranged by types of music, with the artists listed alphabetically under each type and the selections similarly listed under each artist.

The volume is loose-leaf and will be kept up-to-date by revised or additional sheets which AMP will supply as necessary to subscribers, who will no longer have to write in additions or cross off deleted compositions to keep their records right, the company states.

Renewals Signed

Catalog lists composers and publishers of all numbers, identifies the source of tunes from shows or pictures, gives the playing time of each composition and the copyright license source, giving all information desired in a single reference for the convenience of program directors.

AMP has recently signed two renewal contracts with John Shepard 3d, president of Yankee Network, for the stations he owns: WNAC, Boston; WAAB, Worcester; WEAN, Providence, and WICC, Bridgeport, AMP reports. A five-year contract licenses these stations to broadcast music whose performances rights are cleared through AMP and the second contract renews the AMP library service to these stations for the coming three years.

NU-NAP PROCESS and Bestway Shine Removing Co., New York, have named H. W. Fairfax Adv. Agency, New York. Radio may be used.

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22 New Shortwave Outlets Projected

Private Operation to Be Retained in New War Plan

TWENTY-TWO new shortwave transmitters, ranging in power from 50,000 to 100,000 watts and operated by existing licensees, will be added to this country's international shortwave broadcasting system if plans now under consideration materialize.

Scores of additional wavelengths, which must necessarily be taken away from present point-to-point, coastal, amateur and Governmental bands, would be made available so American news, troop morale and propaganda programs can be beamed around the clock to every corner of the globe.

Private Operation

Admittedly lagging behind the Axis powers in shortwave operations—Germany, Italy and Japan are operating more than 100 international shortwave transmitters in their own and occupied countries—the United States is determined to bring its plant up-to-date and to carry its messages into enemy territory as well as to our own forces and those of the other United Nations abroad.

The plan, which may be acted upon this week by the Board of War Communications, does not, as erroneously reported in the press, envisage Government ownership and operation. All of the 14 existing stations and the 22 new ones would be operated and maintained by present or new private licensees, who would produce programs under specifications laid down by the Government agencies involved and receive maintenance and operating costs under yardsticks yet to be developed.

The 22 new stations, for the most part, probably would be licensed to the present shortwave operators, most of whom are already working in close collaboration with the Office of War Information's overseas operations Branch and the Rockefeller Committee's (Office of the Coordinator of Inter-American Affairs) radio division. There are seven licensees of the existing 14 international broadcasting stations—NBC, CBS, General Electric Co., Westinghouse Co., Crosley Corp., World-Wide Broadcasting Co. and Associated Broadcasters Inc., the latter operating the recently installed 100,000-watt KWID, San Francisco.

They would be allocated certain of the new stations and specified frequencies, and they would be asked to operate the new as well as their existing stations under terms which would involve expenditure by the Government of 5 to 6 million dollars per year in operating costs and 6 to 9 million dollars in new installations. Priorities from the War Production Board for the new equipment, it is anticipated, will be readily forthcoming, once the basic plan is approved by BWC.

After the war, it is proposed, the private operators would be given options by the Government to purchase the transmitters built by the Government.

Program Plans

There has been no disposition in the parleys thus far held to ask the private shortwave operators to bear the entire burden of international broadcasting costs, which most of them now do. Nor is it intended to dictate exactly what shall go out over the shortwaves. Rather, it is proposed that Government agencies like the Office of War Information and the Rockefeller Committee will continue to furnish programs of news, entertainment and propaganda with the understanding that these may be rejected by the operators if found wanting in quality.

OWI's Overseas Operations Branch, headed by Robert Sherwood, as successor to the radio division of the old Donovan Committee, is already supplying its own programs to the private shortwave stations. So is the Rockefeller Committee's radio division. These will continue, but main reliance will be placed on the program talent and experience of the private operators, whose own programs must fit certain general specifications to be laid down by OWI.

Govt., Industry are Partners

Thus the principle of private operation, with its freedom from direct program control, particularly of news broadcasts, is retained; the vast reservoir of the American broadcasting system's programming capacity is utilized, and the Government in effect becomes a partner for the duration only. There is no present intention that, after the war, the Government shall continue in the shortwave broadcasting field.

The plan has been under consideration for more than a fortnight, or ever since the FCC and BWC detailed Com. T. A. M. Craven, FCC commissioner, to act for it on a planning board which includes Mr. Sherwood and Don Francisco, the latter associate director of the Rockefeller Committee in charge of radio, along with some of their subordinates.

Drawn for BROADCASTING by Sid Hix

"That's the End of the Fifth Inning, Folks, and the Game, Too! The Army Knows Why!"

PHOTO CONTEST
WHK-WCLE Offer Prizes to Mutual Workers

WHEN WHK-WCLE, Cleveland, become full-time Mutual affiliate on September 26, the studios will have a special display of amateur photographs submitted in a contest the stations have opened to all employes of the network. With a $50 War Bond as first prize; a new camera, second; and a plaque, third, entries will be judged on uniqueness of subject matter, cleverness, and artistic appeal. Prize-winning pictures will be printed in BROADCASTING.

Inroads Into Radio, Movie Talent Ranks By Selective Service Are Considered

ALARMED OVER the heavy inroads on both radio and motion picture name talent under existing Selective Service procedure, a committee of executives representing radio was to confer Saturday (Aug. 22) with Government, military and manpower officials in Washington.

The importance of entertainment in maintenance of public morale is involved. Withdrawal from the air and from other public entertainment fields of name talent, it is emphasized, inevitably would result in a shrinkage of radio and motion picture audiences.

In the group were to be Paul W. Kesten, vice-president and general manager of CBS; Sidney N. Strotz, NBC West Coast vice-president; Chester LaRoche, chairman of the board of Young & Rubicam, representing agencies, and Kay Kyser, band leader, representing talent.

Script Session

The group was to confer with Maj. Gen. Lewis B. Hershey, director of Selective Service; Maj. Gen. Alexander D. Surles, director of Army public relations; Brig. Gen. Frederick Osborn, chief of special services (morale) of the Army; Fowler Harper, deputy director of War Manpower Commission; Lt. Col. E. M. Kirby, chief of the Army Radio Branch; W. B. Lewis, chief radio bureau of OWI.

The conference followed recent sessions at the War Dept. on handling of radio scripts, to avoid pitfalls in public appearances by radio talent at military centers. Complaints have been voiced in the past on rough humor and double entendres.

Several months ago, a number of NBC stations served notice they might throw off certain comedy programs if purported "smut" were not eliminated.

Procedure was outlined at these recent conferences for clearance of scripts through Corps Area commanders. Appearances of soldiers and their scripts likewise must be officially reviewed under the procedure.

NBC, CBS Study Ways To Improve Soap Operas

TO DISCOVER ways in which the "soap opera" type of broadcast might be improved, in view of the many criticisms these programs evoke, both NBC and CBS have undertaken extensive studies of their particular daytime serials as well as all daytime programs.

Thomas Rishworth, director of NBC's public service division, is handling the survey for NBC, while Gilbert Seldes, television director of CBS, will study the daytime picture on CBS in addition to his other duties. No results will be announced until a thorough investigation has been carried out, both networks reported, including inquiry into listener reaction, revenue from such shows, and general format of the programs.

Omar Renews

OMAR Inc., Omaha (Wonder flour), on Sept. 13 will renew for 26 weeks its weekly quarter-hour and thrice weekly five-minute transcribed musical programs featuring Gene Baker, vocalist, on KMA WHO WMT KRNT WNAX WOW KOA KGKY WJAG KVRS. Agency is MacFarland-Aveyard & Co., Chicago.

KWIK KWIZ

FOR TUNE-WISE TIME-BUYERS

K__ __ _____

M_____ ____

B___ ___

C__ ____ ___

The sweetest melody out of the Midwest these days is the song of sales that KMBC advertisers are singing. The chorus concerns *results*—so consistent that three out of four accounts on KMBC are renewals. A three-part harmony of better programming, finer production and stronger promotion explains KMBC's greater listening audiences, revealed by survey after survey. Briefly, KMBC is "9 Ways the Winner" in Kansas City—setting a fast tempo of leadership in all nine standard measures of broadcasting superiority. Jot down some cheerful notes reminding you to call Free & Peters for more data on KMBC. It should be music to your ears.

KMBC

OF KANSAS CITY

FREE & PETERS, INC. CBS BASIC NETWORK

THE ANSWERS
K IS FOR "KEEP 'EM FLYING"
M IS FOR "MEXICALI ROSE"
B IS FOR "BILLY BOY"
C IS FOR "CIRI-BIRI-BIN"